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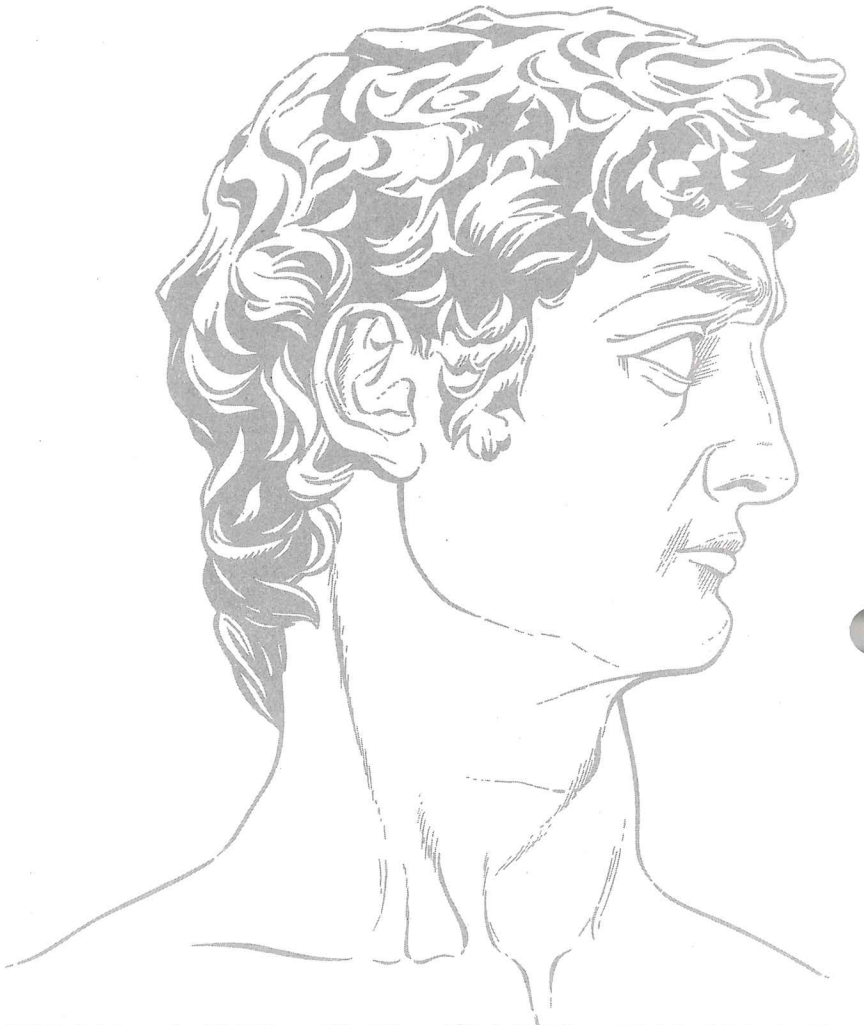
1967 AS LINE

Arthur Salm, Incorporated

8749-8755 SOUTH GREENWOOD AVENUE CHICAGO, ILLINOIS 60619



THE ART OF GIFT GIVING

Gift giving is a uniquely human trait. It translates sentiments of cordial relations to a tangible lasting expression. A fine gift from an exclusive selection, properly presented, is the art of gift giving perfectly practiced.

A price group index of products contained is shown beneath this leaf.

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1968
U.S. PATENT OFFICE

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GROUP 290

February 3, 1968

Honorable Commissioner of Patents
Washington, D. C. 20231

Attention: Designs Division - Examiner Joel Stearman

Sir:

Attached is a copy of the 1967 catalog of Arthur Salm, Incorporated which we would like to make of record in the Patent Office Library for purposes of assisting the Examiners and the public in searching the design art. This catalog actually became available on approximately June 1, 1967 and we regret the delay in making this of record with the Patent Office.

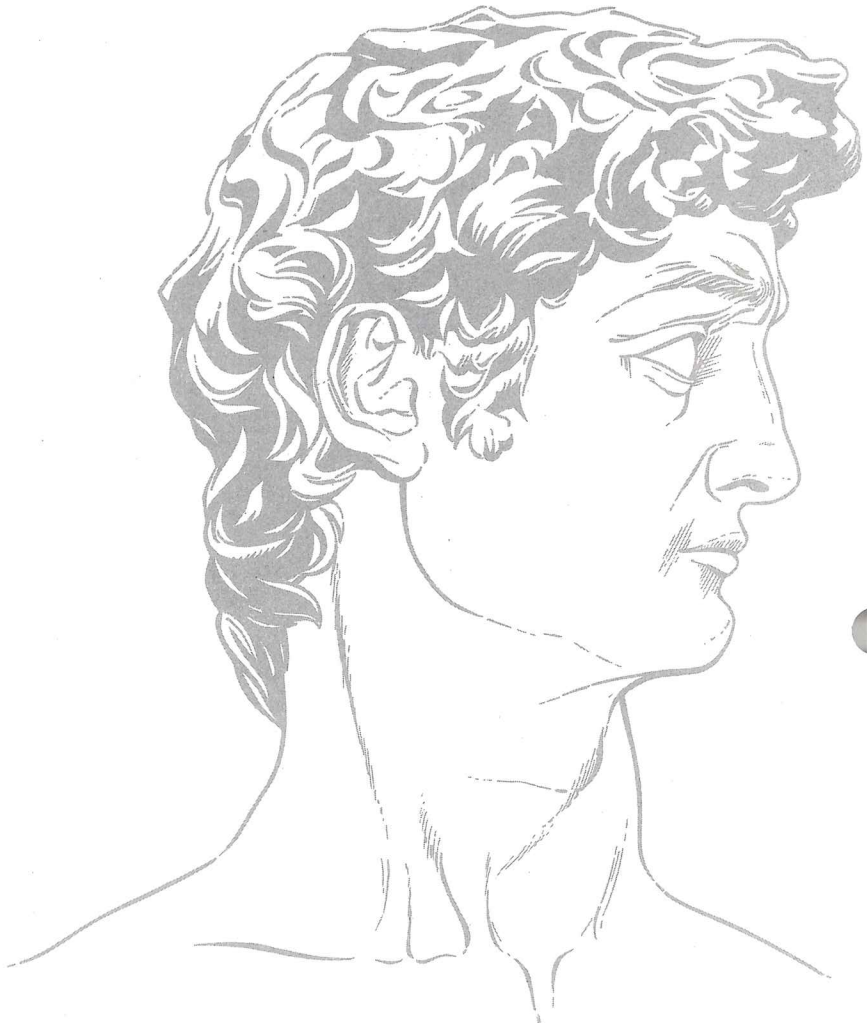
The 1968 Arthur Salm, Incorporated catalog should be available on about June 1, 1968 and will be promptly forwarded to the Designs Division.

Respectfully submitted,

PENDLETON, NEUMAN, SEIBOLD & WILLIAMS

By Theodore W. Anderson
Theodore W. Anderson, Jr.

TWA:LM
Enclosure



THE ART OF GIFT GIVING

Gift giving is a uniquely human trait. It translates sentiments of cordial relations to a tangible lasting expression. A fine gift from an exclusive selection, properly presented, is the art of gift giving perfectly practiced.

A price group index of products contained is shown beneath this leaf.

When you turn this page you will venture into a new world of gifts. We are proud to offer them for your consideration.

You may buy with complete confidence because our merchandise has these recommendations . . . exclusively designed for us by a leading design firm in the United States . . . only selected quality raw materials are used . . . each product is individually crafted by unhurried master craftsmen . . . our products are sold only to the American Business Market and are not sold in the retail stores . . . the reputation of our company demands exacting product quality *and* efficient, friendly service to our customers.

Our products will represent you or your company in the most complimentary manner. Your thoughtfulness in presenting these gifts will be remembered and treasured for years to come.

PRICES listed do not include charges for ad copy or personalization. (See inside back cover for imprinting or engraving charges.)

All prices are net, f.o.b. our Chicago warehouse.

Prices and sales are subject to our acknowledgment and its terms. We reserve the right to withdraw any item or items and to change all quoted prices without notice.

PACKAGING . . . All items are beautifully packaged in a quality gift box or gift mailer. An appropriate romance card about the product is enclosed and may be imprinted. See below.

SHIPPING TIME

Unimprinted Merchandise	7 to 10 days after receipt of order
Imprinted Merchandise	2 to 3 weeks after receipt of order

Trademarks, emblems or special copy allow 1 to 2 weeks additional.

All shipments and individual mailings will be insured at listed price value, unless requested not to insure. Postage and insurance will be added to the invoice.

Orders not indicating specific routing will be shipped according to our best judgment.

We can **ONLY** guarantee shipping dates from our warehouse because we have no control over carriers or enroute delays.

SPECIAL SERVICES . . . ALL CHARGES ARE NET

Less Than Minimum Quantity Charges (Per Order)

Without ad copy or personalization	$2.50
With ad copy and/or personalization	3.50

Gift or Christmas Wrapping Charges

Specify gift or Christmas wrapping.

Small Items	.20 Net each.
Large Items	.25 Net each.
Overwrap of gift mailers, additional	.15 Net each.

Individual Mailing Service

Customer **MUST** supply gummed addressed labels numbered to correspond with a numbered list of names and addresses. (List must be in duplicate.) — .25 Net each, plus mailer, postage and insurance.

Romance Cards (Hot Stamping)

See Gold Stamping charges inside back cover.

THE ETCHED GOTHAN . . . exquisitely combines the beauty of deep etching with gleaming stainless. Handcrafted in Sweden of 18/8 stainless steel, then the beautiful designs are deep etched to create a piece of lasting beauty.

Used as a wall piece, it reflects the decorator's touch. It is a hostess's delight for serving canapes, sandwiches, fruits or candies.

Custom deep etching of trademark or logo is also available. Minimum order of 250 pieces. Price quotation on request.

Choice of festival or schooner deep etch design. An eminent gift for the most discernible. 13-inches in diameter. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 835 Schooner Design	$11.50	$11.20	$11.00	$10.80
No. 735 Festival Design	$11.50	$11.20	$11.00	$10.80

MAILERS AVAILABLE at 24¢ each, net.

A

835
735

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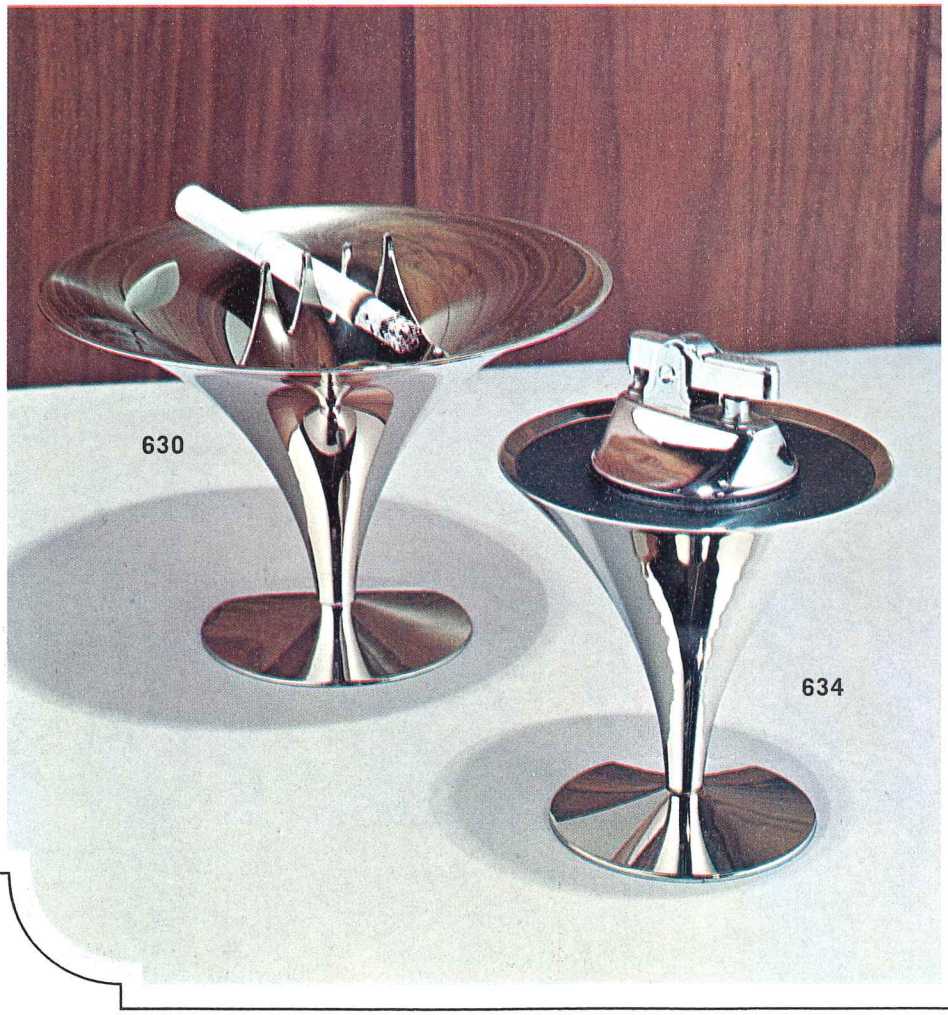
640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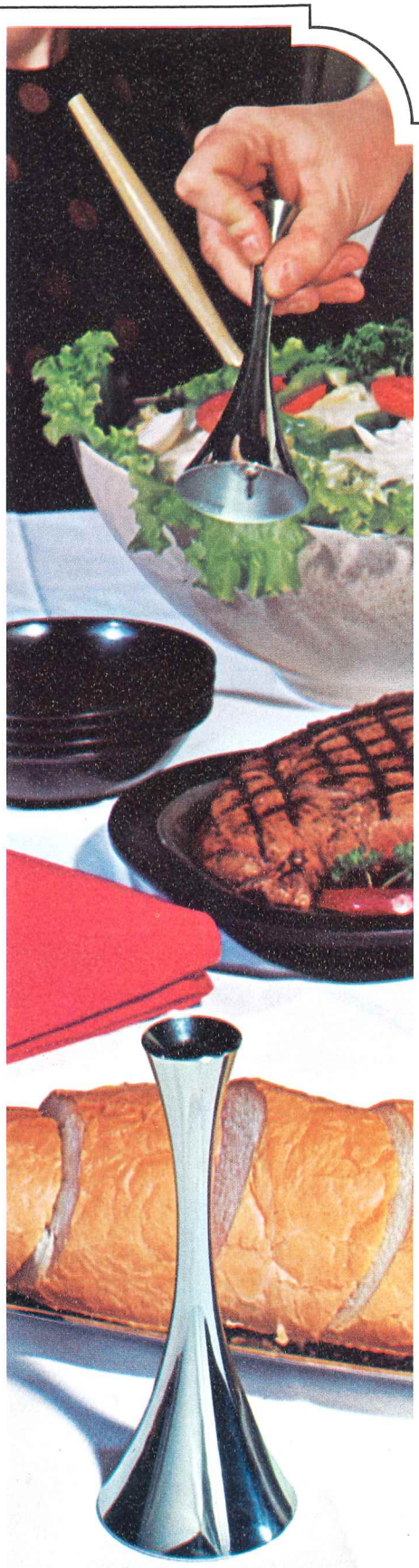
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THE SILHOUETTES . . . Few forms are more graceful or splendorous than the contours of the Silhouette. The clean, simple lines cast in solid metal with gleaming nickel plating create an added dimension of beauty in any setting.

SILHOUETTE COMPOTE is extraordinary for candies, nuts, or a centerpiece for buffet or dining table. 6¾-inches in diameter, 5½-inches high, 3¾-inches bowl depth. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 623	$6.60	$6.50	$6.40	$6.30	$5.60

Design Patent D-203,210
MAILERS AVAILABLE at 24¢ each, net.
1-4A 5B

SILHOUETTE PETITE is a miniature compote, ideal for individual service or assortment groupings of candies, nuts or delicacies. 3¼-inches tall, 5-inches in diameter. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 640	$5.40	$5.20	$5.10	$5.00	$4.45

Design Patent D-203,210
MAILERS AVAILABLE at 15¢ each, net.
1-4A 5B

SILHOUETTE ASHTRAY brings shimmering glamor to smoking accessories. 3½-inches tall, 5-inches in diameter. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 630	$5.50	$5.30	$5.20	$5.10	$4.55

U. S. Patent D-203,913
MAILERS AVAILABLE at 15¢ each, net.
1-4A 5B

THE SILHOUETTE TABLE LIGHTER is an elegant offering of flame. A perfect companion for the other Silhouettes shown on these pages, whether at the dinner table, buffet or coffee table. 3-inches high, 3-inches in diameter. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 634	$6.00	$5.80	$5.70	$5.60	$5.00

Patent Pending
MAILERS AVAILABLE at 14¢ each, net.
1-4A, 5B

THE SILHOUETTE DINNER BELL — A ring of tonal beauty . . . a call to dining pleasure. Cast in solid metal and finished to a gleaming mirror finish.

Overall height is 5¼-inches, 2⅛-inches diameter at the bottom. Beautifully packaged in a gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 806	$3.60	$3.40	$3.30	$2.90	$2.60

MAILERS AVAILABLE at 16¢ each, net.
1-3A, 4B, 5C

SILHOUETTE BUD VASE provides a setting of beauty for any flower cutting. 8 1/2-inches tall, 3-inches wide at the base. Packaged in gift mailer with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 626	$5.90	$5.70	$5.60	$5.50	$4.90

Design Patent Pending
1-4A 5B

SILHOUETTE CANDLE HOLDERS add elegance to the dinner table, buffet or a setting where grace and beauty are desired. They come in pairs together with 12-inch tapers. Holders are 6-inches tall, 2 1/2-inches wide at the base. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 621	$6.60	$6.50	$6.40	$6.30	$5.60

Design Patent Pending
MAILERS AVAILABLE at 18¢ each, net.
1-4A 5B

SILHOUETTE CANDLE SNUFFER AND RACK True beauty rests at candleside, gracefully ready to snuff the flames at evenings end. Candle snuffer is 9-inches long, 2 1/2-inch snuffer cap. The rack is crafted in solid walnut. Beautifully packaged in gift box with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 612	$4.30	$4.20	$4.10	$4.00	$3.60

MAILERS AVAILABLE at 14¢ each, net.
1-4A, 5B

SILHOUETTE CANDLE SNUFFER ONLY Candle snuffer same as above except without rack.

	12-24	25-49	50-99	100-249	250 and up
No. 617	$3.00	$2.90	$2.85	$2.80	$2.50

MAILERS AVAILABLE at 14¢ each, net.
1-4A, 5B

SILHOUETTE COMBINATION GIFTS . . . Combine Silhouette pieces in a selection of your choice . . . or order from the groupings below. Packaged in mailer at no extra charge.

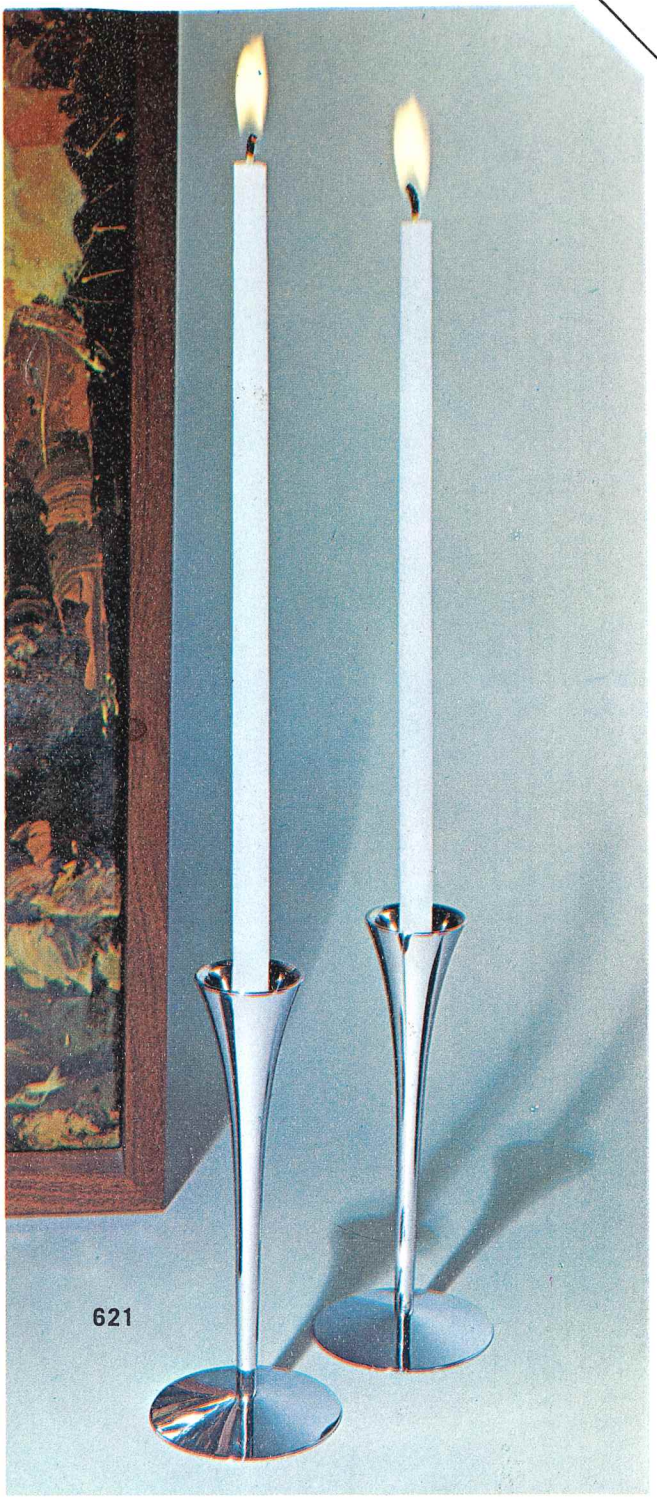
No.
624 Compote and Candle Holders
641 Candle Holders and Snuffer
644 Compote, Candle Holders/Snuffer
645 Bud Vase, Candle Holders/Snuffer
648 Candle Holders, Compote, Candle Snuffer, Bud Vase, Ashtray and Petite Compote

No.
674 Ashtray and Lighter
676 Candle Holders, Compote and Lighter
678 Silhouette Gift Ensemble consists of all 8 Silhouette products.

	12-24	25-49	50-99	100-249	250 and up
No. 624	$13.00	$12.80	$12.60	$12.40	$11.00
No. 641	$ 9.40	$ 9.25	$ 9.10	$ 8.95	$ 7.95
No. 644	$15.90	$15.65	$15.40	$15.15	$13.50
No. 645	$15.10	$14.85	$14.60	$14.35	$12.80
No. 648	$32.10	$31.55	$31.00	$30.45	$27.20
No. 674	$11.10	$10.90	$10.70	$10.50	$ 9.30
No. 676	$18.80	$18.50	$18.20	$17.90	$16.00
No. 678	$41.20	$40.50	$39.80	$39.10	$35.00

1-4A, 5B

626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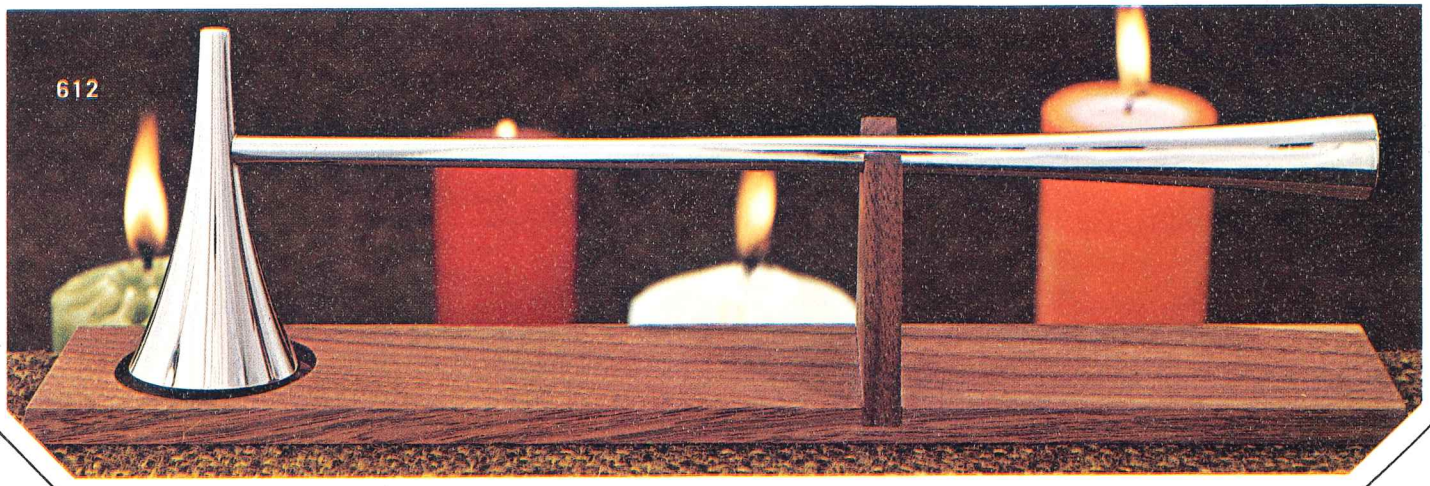
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GIFT COMPLIMENTS . . . A gift of quality is a compliment not forgotten.

Exquisite designs rendered with meticulous Old World craftsmanship. Constructed of the finest materials available and packaged in tasteful gift boxes. These gifts will express your thoughtfulness to someone of importance.

THE GUTHRIE CONDIMENT SET A circle of solid walnut, smoked topaz glass and the brilliant reflection of expertly finished metal, make up this handsome condiment set 'in the round.' The handle is offset from center to provide balance when passing to guests.

Salt and pepper are easy to hold and difficult to accidentally tip. The Swedish stainless steel condiment bowl is a perfect service for sugar, dressing, jelly or sauces. This is a gift for those who live with luxury . . . and appreciate fine things. 7-inches in diameter, overall height 4½-inches. Packaged in beautiful gift box with romance card.

	12-24	25-49	50-99	100 and up
No. 598	$10.80	$10.40	$10.20	$10.00

MAILERS AVAILABLE at 18¢ each, net.
A

THE ELITE SALT AND PEPPER SET brings new beauty to the dining table. Delicate smoke-topaz glass crowned by gleaming metal, resting on hand-rubbed walnut — sheer luxury! Shakers are 2½-inches tall, 2¼-inches in diameter. Tray is 8 by 3-inches. Packed in a beautiful gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 556	$6.20	$6.10	$6.00	$5.35

MAILERS AVAILABLE at 15¢ each, net.
1-3A 4B

THE REGAL SALT AND PEPPER SET graciously serves in any table setting. The sweeping contour of glass is capped by a crown of stainless steel. Designed to be subtle highlights for any table or buffet. Overall height is 3⅜-inches, base diameter 1⅜-inches. Packaged in a handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 561	$2.50	$2.35	$2.25	$2.00	$1.80

MAILERS AVAILABLE at 17¢ each, net.
1-3A, 4B, 5C

THE SERRETTE frozen food saw is a practical gift, often wished for, but seldom available. It's a triangle of triumph that easily cuts through packaged frozen foods, fish or meats. The solid rosewood handle fits the hand for positive grip while sawing.

Expertly crafted of fine stainless steel. Height 5½-inches, length 9½-inches. Packaged in a gift mailer with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 324	$3.80	$3.60	$3.50	$3.10	$2.80

U.S. Patent D-207,386
1-3A, 4B, 5C

THE CLEAVERETTE . . . the tool for the gourmet or barbecue chef as well as much needed for daily use in the kitchen. Perfectly balanced for accurate chopping. The tenderizer blade on the heel of the cleaver makes fast work of tough meat fibers.

It's built for rugged service. The blade is formed from an ingot of thick stainless steel. Drop forged, quenched then sharpened to cutting excellence. The solid rosewood handle is not only elegant . . . it's sturdy and fits the hand naturally. Overall length 9¾-inches, blade 4⅛-inches wide, 4½-inches high. Packaged in gift mailer with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 325	$4.30	$4.10	$4.00	$3.55	$3.20

1-3A, 4B, 5C

CLEAVERETTE-SERRETTE COMBINATION described individually above. Packed together in gift mailer with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 323	$7.80	$7.50	$7.30	$6.50	$5.85

1-3A 4B 5C

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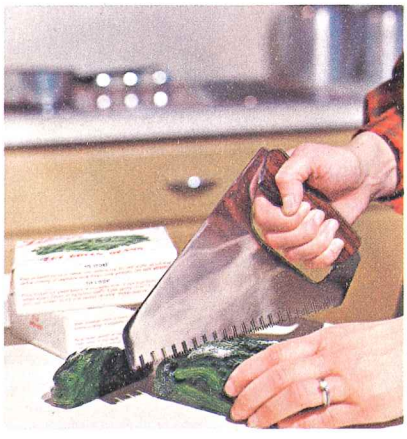

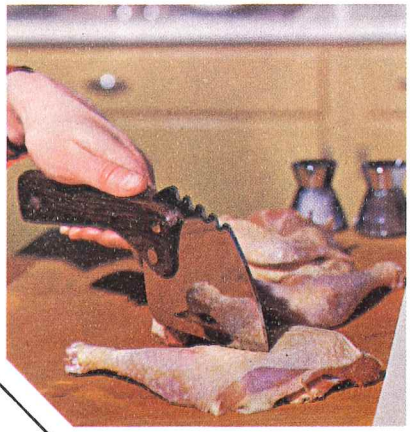

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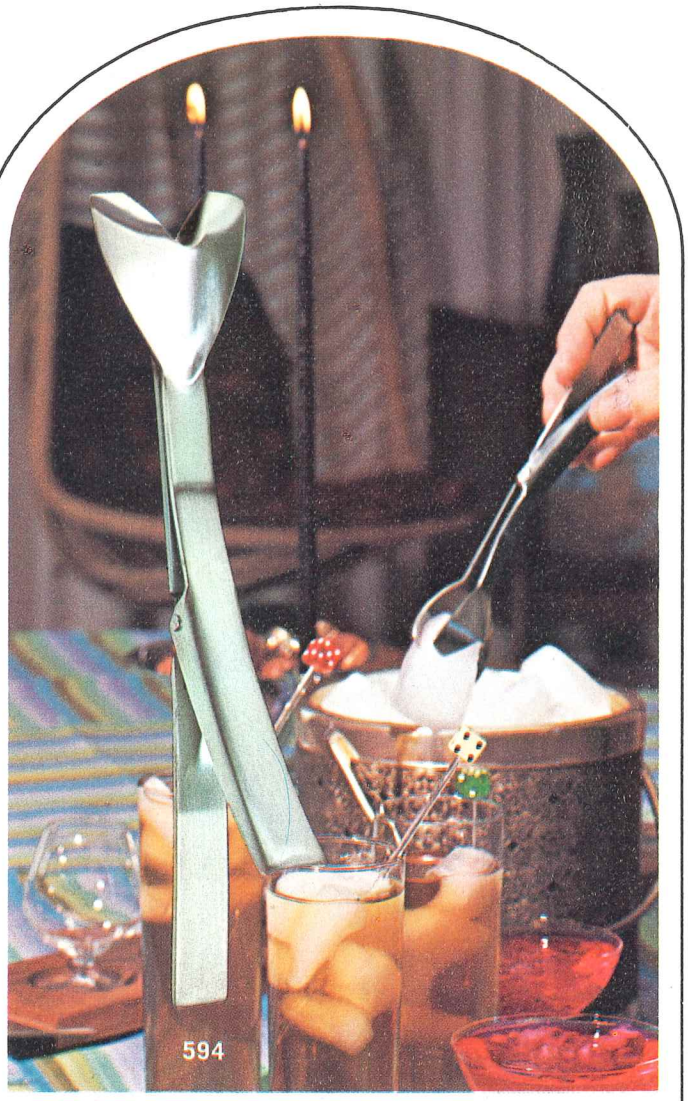
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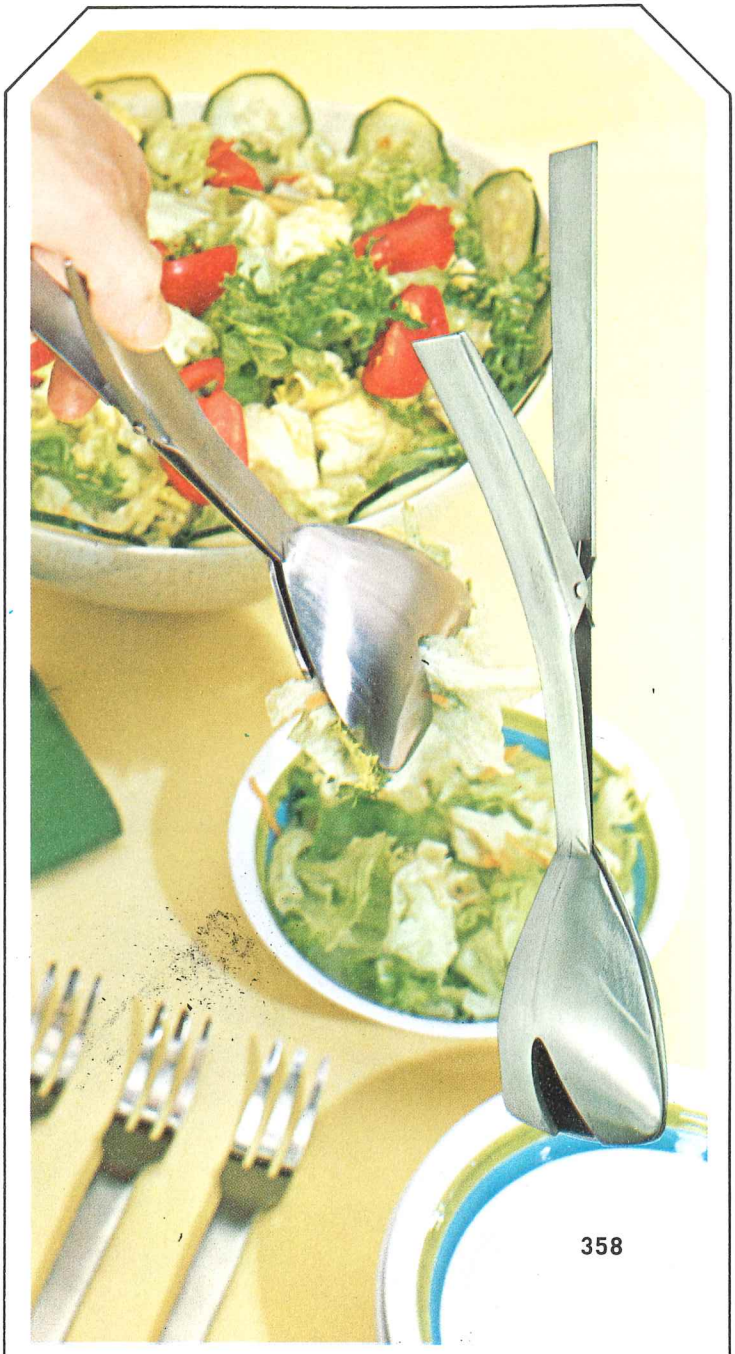
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507

THE SAXON TONGS serve ice cubes with a positive spring loaded grip. It has many other uses at the barbecue, buffet or in the kitchen . . . the design is so unusual that this gift will be remembered and appreciated each time it is used.

Fine stainless steel is carefully formed and meticulously finished by skilled craftsmen to assure a gift of superlative quality and enduring beauty.

Overall length is 8-inches. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 594	$2.60	$2.50	$2.40	$2.15	$1.95

MAILERS AVAILABLE at 13¢ each, net.
1-3A, 4B, 5C

THE SAXON SALAD TONGS make the serving of tossed salads a delight. Press the handles . . . release . . . and the salad is gently held within the tongs. A positive spring-load assures the holding action. Gentle pressure releases.

Carefully formed in fine stainless steel by unhurried craftsmen to provide a gift of enduring quality and beauty.

Overall length 10½-inches. Handsomely packaged in gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 358	$4.20	$4.10	$4.00	$3.55	$3.20

MAILERS AVAILABLE at 17¢ each, net.
1-3A, 4B, 5C

THE CONTINENTAL SET . . . a new refreshment luxury. Eight cork coasters encased in solid walnut, covered by a replica of an early European coin. Ad copy space on the bottom of the caddy base. Packaged with romance card in a beautiful gift box.

	25-49	50-99	100-249	250 and up
No. 508	$3.95	$3.85	$3.45	$3.10

Swatch for bottom 5¢ each, net, gold or silver stamping extra.
MAILERS AVAILABLE at 14¢ each, net.
1-2A 3B 4C

CUSTOM-MADE CONTINENTAL SETS are now available. Your business name, logo, trademark or message can be reproduced in the solid metal coin, antique finished by a special process. See Page 23 for costs.

THE ENCORE COASTER/ASHTRAY CADDY serves a dual role — coasters or ashtrays. Four trays crafted in lifetime stainless steel with a solid walnut caddy. Slots hold the trays ready for service — for storage they nestle together in the carved cavity. Ad copy space on the bottom of the caddy base. Packaged in a beautiful gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 507	$6.60	$6.50	$5.80	$5.25

Swatch for bottom 5¢ each, net, gold or silver stamping extra.
U.S. Patent D-184,651
MAILERS AVAILABLE at 13¢ each, net.
1-2A 3B 4C

THE HOSTESS TRAY is a glistening invitation to guests at brunches, buffets or dinners. Perfect for hors d'oeuvres, candies, nuts, relishes or dressings. Handles make personal serving easy. Three individual trays of fine 18/8 stainless steel rest in a frame of solid American walnut, which has been crafted and finished to excellence.

Overall length is 16¾-inches, 1⅜-inches high. Individual trays are 4¾-inches by 4¾-inches. Packaged in a gift box with romance card.

	12-24	25-49	50-99	100 and up
No. 577	$10.75	$10.25	$9.75	$9.50

Design Patent Pending
MAILERS AVAILABLE at 24¢ each, net.
A

THE GUSTAV BEER MUG . . . a tankard full of friendship! Made in Sweden of heavy 18/8 chrome-nickel stainless steel. The accents and base are of golden teak. Engrave his name on it for a special gift delight. (See engraving charges inside back cover.) Packaged with romance card in attractive gift mailer at no extra charge.

	6-11	12-24	25-49	50-99	100 and up
No. 501	$15.00	$14.80	$14.60	$14.40	$14.20

U.S. Patent D-197,407
A

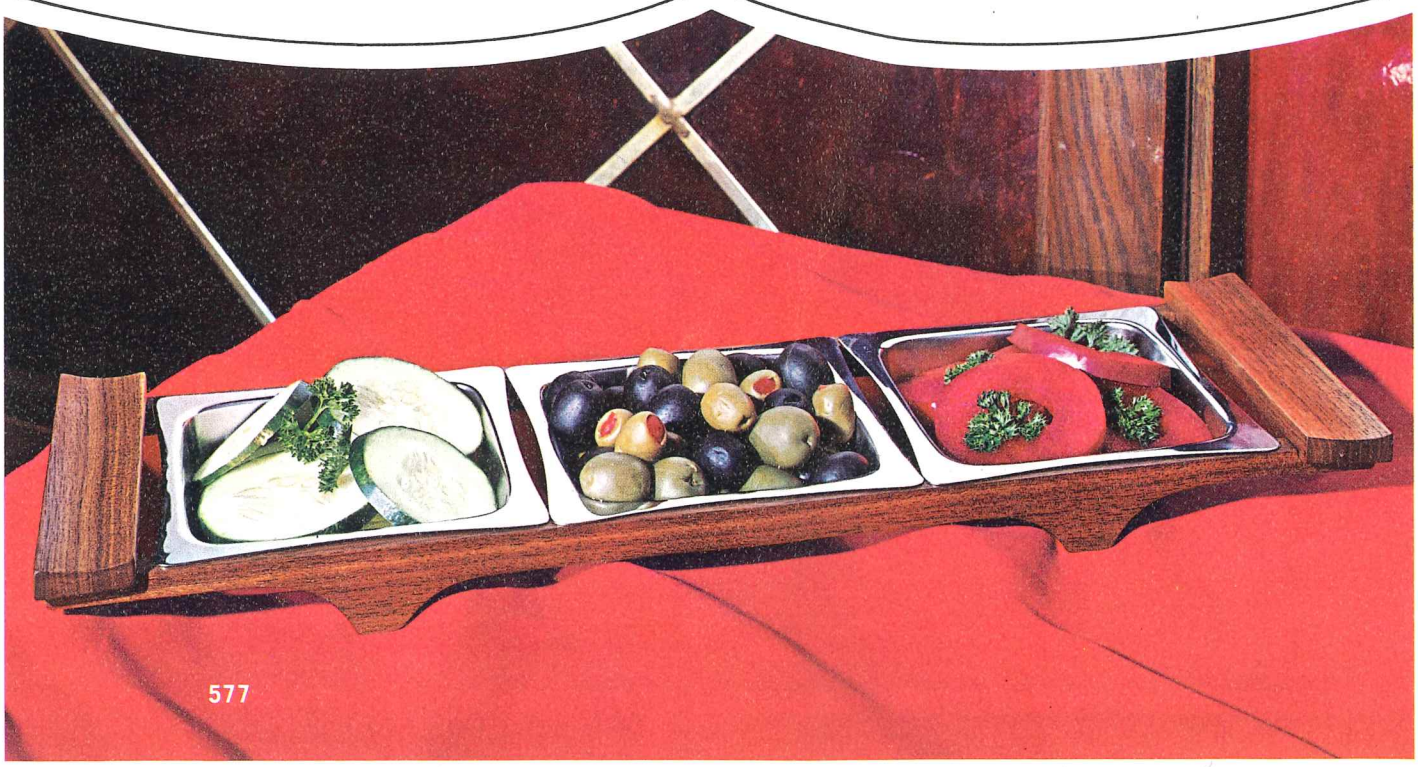
THE ENGARDE COASTER SET brings friendly warmth to refreshment time. Selected European walnut is crafted with unhurried care into an extraordinary gift. The combination of wood and cork makes a very serviceable coaster.

While not in use, the design provides a smart angle stacking that accentuates the beauty of the wood grains.

The stacked set measures 3-inches overall height. Individual coasters are 3½-inches square and are ⅝-inch thick. Set of 6. Beautifully packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 406	$5.60	$5.50	$4.90	$4.80

MAILERS AVAILABLE at 16¢ each, net.
1-2A, 3-4B



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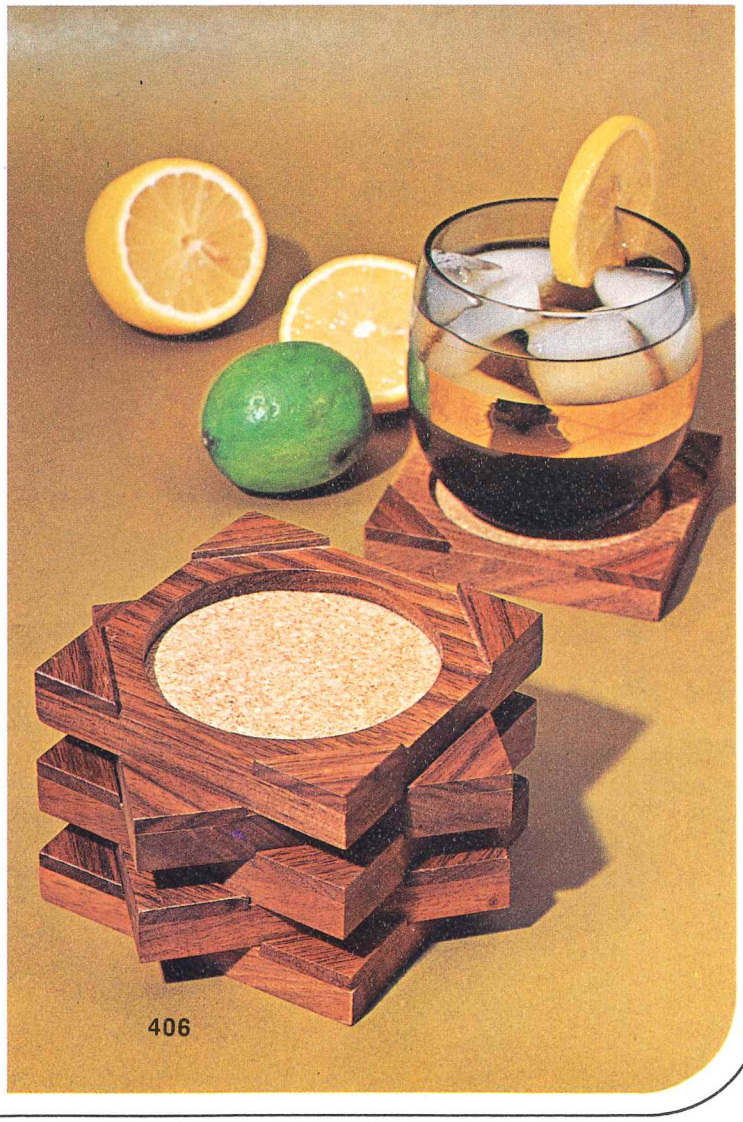

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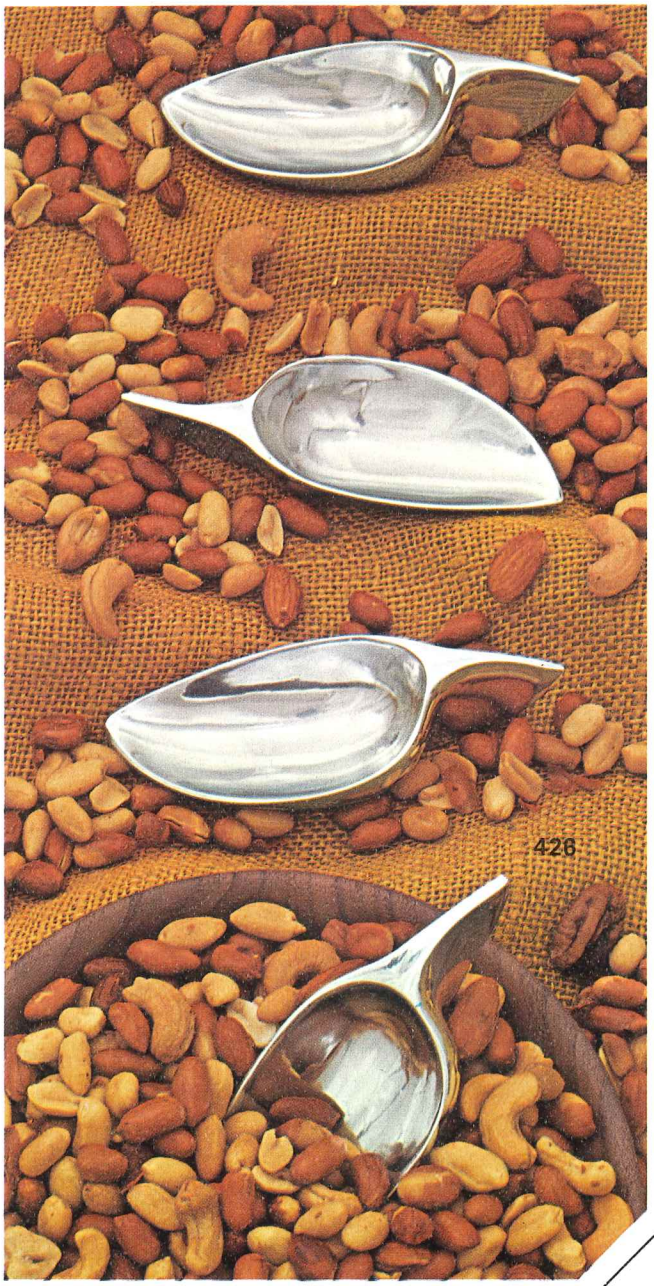


426

THE LUCIA is a gift of light and service. It crowns a table, buffet or patio with the delicate mood of candlelight and flowers. Or, it is convenience with beauty for serving iced shrimp with cocktail sauce, candies pedestaled above nutmeats, desserts or canapes with topping or spread.

Carefully crafted in 18/8 stainless steel by skilled Swedish hands. Finished to a lustrous perfection. The Lucia is 10¼-inches in diameter, 3½-inches high. Complete with candle. Packaged in gift mailer with romance card.

	12-24	25-49	50-99	100 and up
No. 562 A	$14.00	$13.80	$13.60	$13.40

THE JULIANA . . . how versatile it is! A wine bottle coaster, a bon bon or nut dish. A condiment bowl yet ideal for jams, jellies or a butter tray. No matter how it's used it will serve your guests in luxurious fashion.

The Juliana is formed in 18/8 Swedish stainless steel, hand finished to satiny elegance by skilled craftsmen.

6-inches in diameter, 1-inch high. Packaged in beautiful gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 538	$4.30	$4.10	$4.00	$3.55	$3.20

MAILERS AVAILABLE at 14¢ each, net.
1-3A, 4B, 5C

THE OMEGA SCOOPS The beauty of this sculptured art form provides shimmering accents on buffet and table settings. Its modern flair is a translation from the old candy store scoop. Perfect fingertip grasp for easy serving of nuts, candies, condiments or crushed ice. They also make unusual personal ashtrays at the dinner table.

Precisely cast in solid aluminum and polished to a lustrous finish. 5¼-inches long, 1¾-inches wide. Beautifully gift boxed with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 426-2 (2 pieces)	$2.90	$2.80	$2.70	$2.40	$2.15
No. 426-4 (4 pieces)	$5.30	$5.10	$4.95	$4.40	$3.95

U.S. Patent D207,410
MAILERS AVAILABLE at 14¢ each, net.
1-3A, 4B, 5C

VIENNESE SERVING FORKS, a matched pair . . . a fork to serve and a fork to cut and serve. Each is elegant on the buffet or table. From the concave bowls emerge sharp tines . . . designed to cut and serve. Perfect for foods not easily served with ordinary pieces. Particularly functional when serving cold meats, cheese, fish, fowl and many vegetables.

The Swordmakers of Steyr, Austria craft these exquisite pieces in solid stainless steel. The fork bowl is highly polished giving the brushed satin handles a glistening, but subtle contrast.

Use the Viennese Serving Forks as a companion or follow-up to their mates, the Viennese Serving Spoons shown to the right. Overall length 9¾-inches.

Your choice of packaging . . . the exquisite Regency box or a soft flannel roll in deluxe gift box. Complete with romance card.

	25-49	50-99	100-249	250 and up
No. 2566*	$6.90	$6.70	$6.00	$5.45
No. 566 (in flannel)	$5.90	$5.70	$5.10	$4.60

U.S. Patent D-207,183

MAILERS AVAILABLE: No. 2566, 17¢ and No. 566, 13¢ each, net.
1-2A, 3B, 4C

THE VIENNESE SERVING SPOONS . . . an American design, crafted by the Swordsmakers of Steyr in Austria. This lovely set is perfect for serving salads, vegetables or buffet. One spoon is slotted to let juices of fruits or vegetables drain before serving.

The Viennese Serving Spoons are 9¾-inches long and made of solid stainless steel. The handles are brushed to a satin lustre, the bowls are polished to a brilliant gleam.

Packaged with romance card in our new Regency gift box for added elegance. Also available in flannel roll in gift box.

	25-49	50-99	100-249	250 and up
No. 2565*	$6.60	$6.40	$5.75	$5.20
No. 565 (in flannel roll)	$5.65	$5.45	$4.85	$4.35

Design Patent Pending

MAILERS AVAILABLE: No. 2565, 17¢ and No. 565, 13¢ each, net.
1-2A 3B 4C

THE VIENNESE DESSERT SET The Viennese Dessert Set is a service designed especially for a dessert delight . . . from Cherry Jubilee to ice cream or puddings.

Stunning pieces . . . a sturdy serving spade, for handsome, easy serving . . . and four or eight glittering dessert spoons.

Handcrafted by the Swordsmakers of Steyr in Austria, from solid stainless steel. The handles are carefully brushed to a beautiful satin finish contrasting with the polished bowls.

Serving spade is 2⅝-inches wide, 8¼-inches long. The dessert spoons are 5¾-inches in length.

Packed in our finest gift package, the Regency Gift Box, or tissue wrapped in black and silver gift box, each with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 2304* (Spade and 4 spoons)	$8.00	$7.80	$7.70	$6.90	$6.25
No. 2309* (Spade and 8 spoons)	$12.00	$11.60	$11.40	$10.20	$9.20

MAILERS AVAILABLE at 17¢ each, net.

	25-49	50-99	100-249	250-499	500 and up
No. 304 (Spade and 4 spoons) (tissue wrapped)	$6.50	$6.30	$6.20	$5.55	$5.00
No. 309 (Spade and 8 spoons) (tissue wrapped)	$10.50	$10.10	$9.90	$8.80	$7.90

U. S. Patent D-204,075

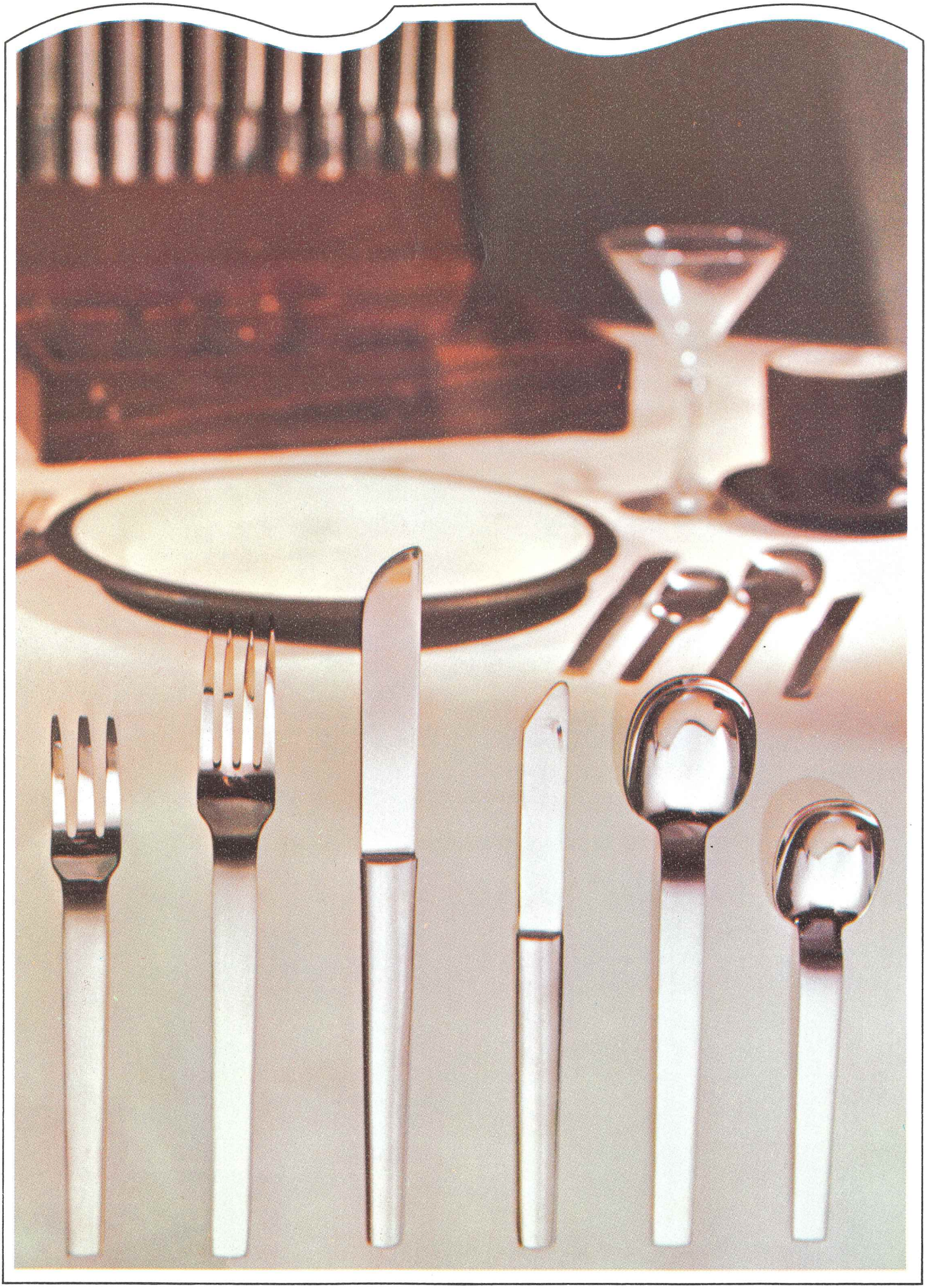
MAILERS AVAILABLE: No. 304 and 309 at 13¢ each, net.
1-3A 4B 5C

*See Regency Gift Package Information on Page 11.

566

565

304



Winner of the GOOD DESIGN AWARD of the Museum of Modern Art

MOOD MODERNE . . . Contemporary in design, incomparable in quality. A gift that justifies pride. Designed not only for beauty, but for functional use as well. The unusual shape of the knife blade, together with the deep concavity of the forks and spoons makes dining easier and more pleasant.

Mood Moderne pieces are made from fine stainless steel by the Swordsmakers of Steyr, in Austria. Each piece is delicately balanced to assure a natural feeling in the hand. The beautiful brilliance and soft satin finishes of the handles are the result of careful hand finishing.

The sets are wrapped in a fine flannel pouch that can be used for storage. Beautifully gift boxed with romance card.

	6-11 Sets	12-24 Sets	25-49 Sets	50 and up Sets
No. 1424	$20.10	$19.60	$19.30	$19.10
6 pc. place setting. Service for four (24 pcs.)				
No. 1636	$29.90	$29.10	$28.60	$28.30
6 pc. place setting. Service for six (36 pcs.)				
No. 1848	$39.40	$38.40	$37.80	$37.50
6 pc. place setting. Service for eight (48 pcs.)				
No. 1420	$15.80	$15.50	$15.20	$15.10
5 pc. place setting. Service for four (20 pcs.)				
No. 1630	$23.30	$22.80	$22.50	$22.30
5 pc. place setting. Service for six (30 pcs.)				
No. 1840	$30.90	$30.10	$29.70	$29.50
5 pc. place setting. Service for eight (40 pcs.)				
No. 1416	$13.40	$13.10	$12.90	$12.80
4 pc. place setting. Service for four (16 pcs.)				
No. 1624	$19.80	$19.30	$19.00	$18.80
4 pc. place setting. Service for six (24 pcs.)				
No. 1832	$26.00	$25.40	$25.00	$24.80
4 pc. place setting. Service for eight (32 pcs.)				

Six-piece place setting consists of salad fork, dinner fork, dinner knife, butter spreader, soup spoon and teaspoon.

For five-piece service—eliminate butter spreader.

For four-piece service—eliminate butter spreader and salad fork.

U.S. Patent Nos. D-173,784, D-173,785, D-173,786.

MAILERS AVAILABLE at 17¢ each, net.

C

Also available in a deluxe mahogany finished chest, lined with soft Ruby Duvetyn fabric; packed in air cell mailer at no extra charge.

	6-11 Sets	12-24 Sets	25-49 Sets	50 and up Sets
No. 1106	$41.50	$40.50	$40.00	$39.50
6 pc. place setting. Service for six (36 pcs.)				
No. 1108	$50.75	$49.75	$49.00	$48.50
6 pc. place setting. Service for eight (48 pcs.)				
No. 1112	$68.50	$67.50	$66.75	$66.25
6 pc. place setting. Service for twelve (72 pcs.)				

C

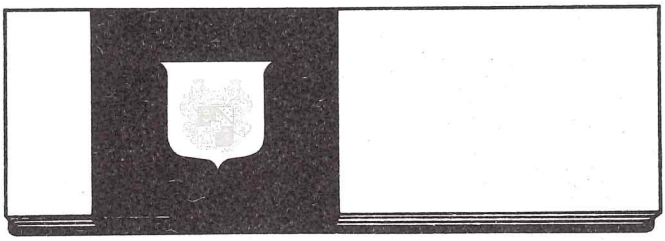
THE RICHELIEU SERVING SET . . . truly king-sized and fit for a king. 13¾-inches of luxury, beauty and practicality. A spoon and fork so serving-perfect they remove dressing from the biggest Holiday turkey or goose with ease . . . so artfully impressive, they will complement the most formal buffet . . . so practical, the gourmet will insist on using them.

Crafted with unequalled excellence by the Swordsmakers of Steyr in Austria. The decoration is incised 1/16-inch into the heavy stainless steel handle, then oxidized to obtain the most elegant effect of the art of metal finishing. Packaged, with romance card, in the luxurious Regency gift box for special beauty and attention.

	12-24	25-49	50-99	100-249	250 and up
No. 2308*	$8.55	$8.35	$8.25	$7.40	$6.70
No. 308 (in flannel)	$7.90	$7.70	$7.60	$6.80	$6.15

U.S. Patent D-204,478
MAILERS AVAILABLE: No. 2308, 17¢ and No. 308, 15¢ each, net.
1-3A 4B 5C

THE EXCLUSIVE REGENCY GIFT PACKAGE — From the crest on the cover to the rich velour surface inside, the Regency Gift Package demonstrates the desire to give the finest. It is a luxurious compliment to the fine gift inside. Created exclusively for each gift . . . formed to fit and hold the gift securely . . . the gift presentation is as impressive as when selected.



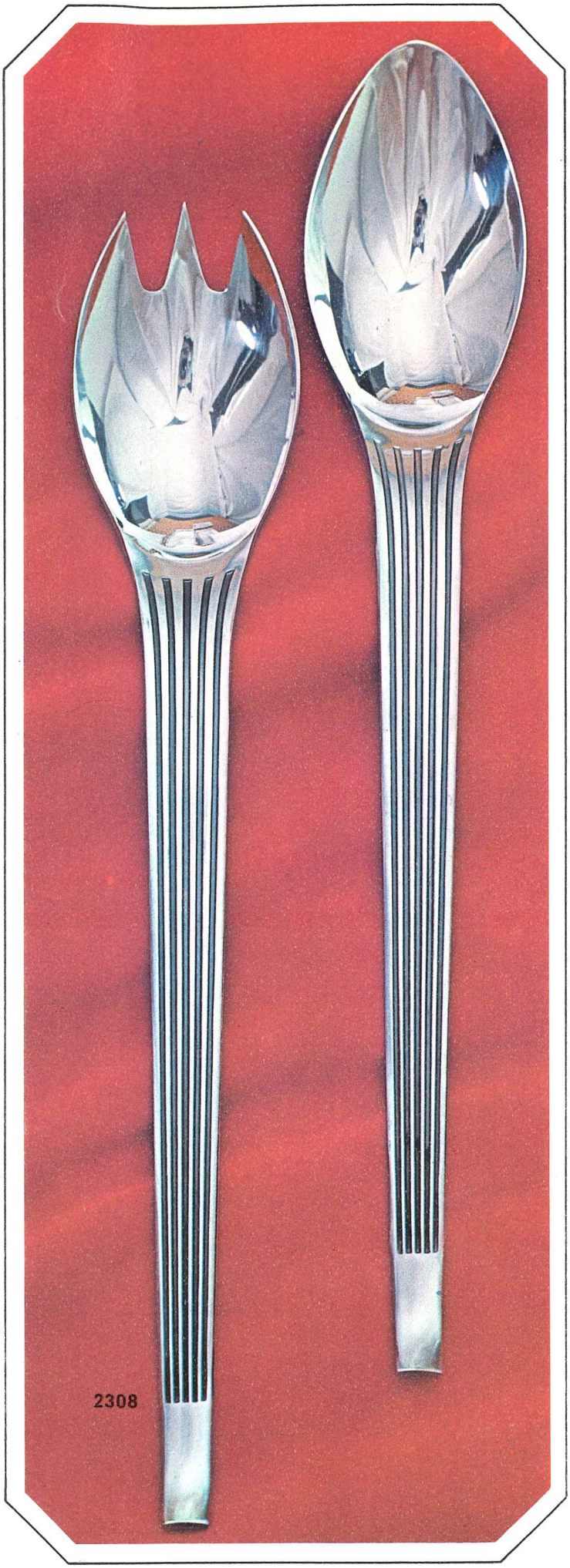
***PERSONALIZATION OF THE REGENCY GIFT PACKAGE**

An exquisite and personal touch is the personalization of your greeting. It may be done as shown below:

Gold Foil Included for you to personalize in your own handwriting — 5¢ each, net.

Gold Foil Names custom handwritten by us. Provide a typewritten list — 10¢ each net.

Stamping on pressure sensitive insert — 5¢ each, net plus cost of stamping. See inside back cover for stamping charges.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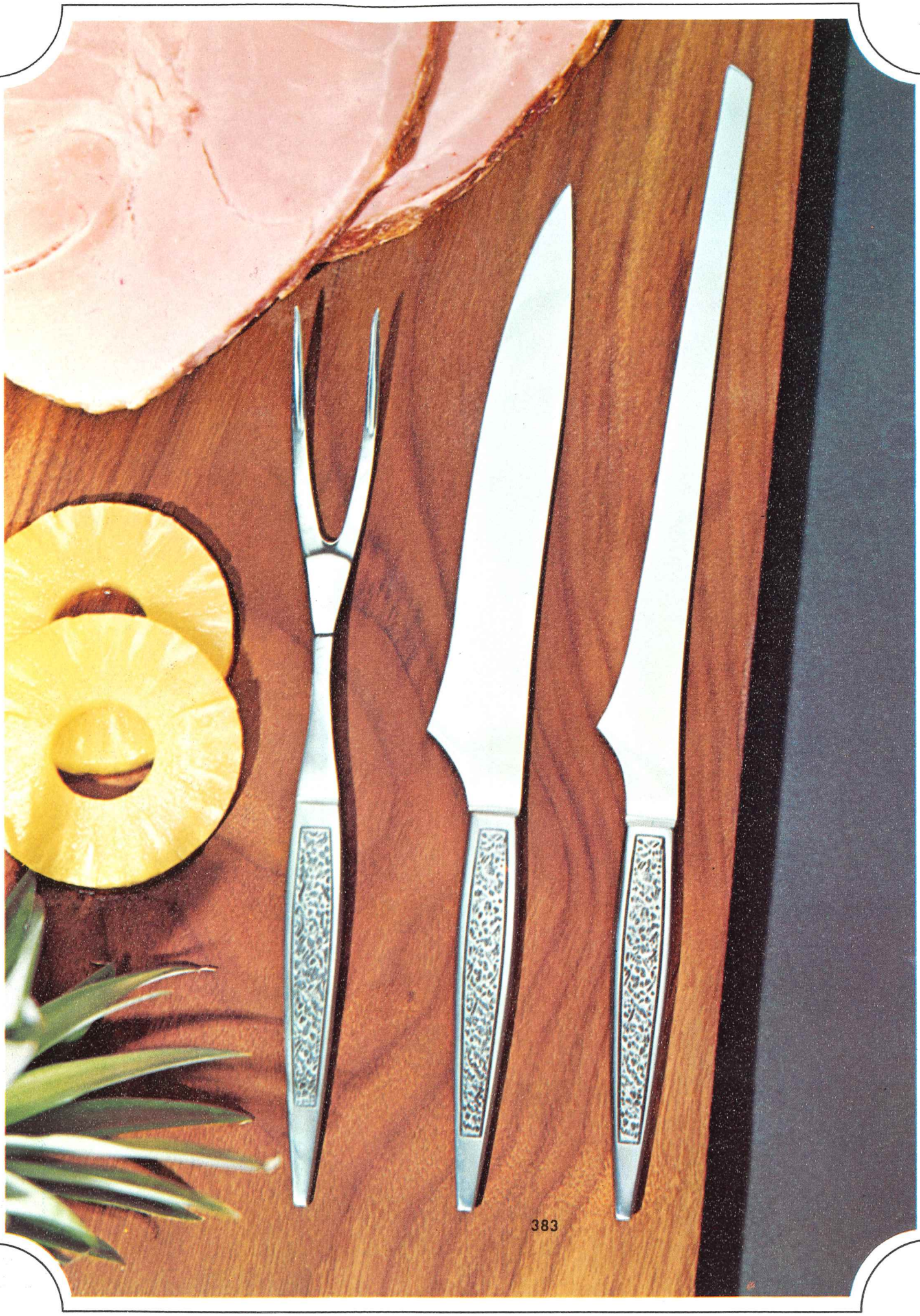
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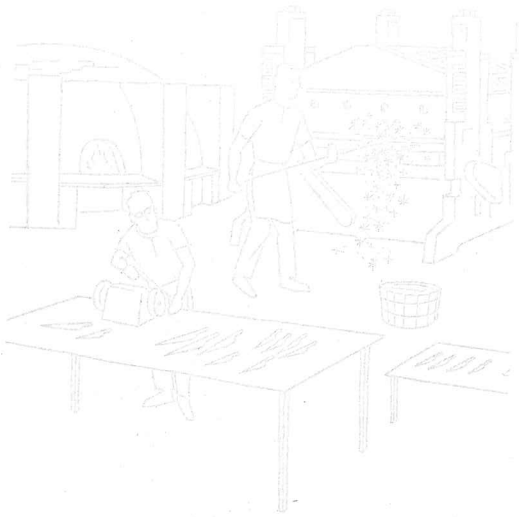

THE DYNASTY CARVING SET is a matchless combination of texture, design and practicality. Hot forged from solid bars of fine stainless steel. Carefully sharpened and hand finished with meticulous care. The textured handles are a subtle contrast to gleaming tines and blades. Only expert craftsmen can fashion this gift supreme.

Carving set consists of a serving fork 11½-inches in length, carving knife 13¾-inches in length and a slicer 15¾-inches in length. Handsomely wrapped in a flannel roll and gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 383 (3 pc. set)	$10.00	$9.80	$9.60	$8.55	$7.70
No. 382 (Fork and Carver)	$7.00	$6.85	$6.70	$6.00	$5.40

Design Patent Pending
MAILERS AVAILABLE at 16¢ each, net.
1-3A, 4B, 5C

THE DYNASTY CARVING AND STEAK SET consists of No. 383 and No. 381 combination in wood case. Described on Pages 12 and 13.

	12-24	25-49	50-99	100-249	250 and up
No. 384	$21.00	$20.75	$20.50	$18.25	$16.50

MAILERS AVAILABLE at 23¢ each, net.
1-3A, 4B, 5C

THE DYNASTY STEAK KNIFE SET... rewards the user with fine craftsmanship and sheer cutting pleasure. Each knife is hot forged from a solid bar of fine stainless steel, carefully sharpened and hand finished. Special treatment of the textured stainless handle design imparts a subtle beauty, contrasting with the gleaming blade.

Truly a gift from the hands of expert craftsmen.

Six knives to the set. Overall length 8½-inches. Wrapped in a flannel roll and beautifully gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 381	$10.00	$9.80	$9.60	$8.55	$7.70

Design Patent Pending
MAILERS AVAILABLE at 13¢ each, net.
1-3A, 4B, 5C

THE DORRHOLM is a lustrous greeting to every guest. Three compartments serve them hors d'oeuvres, candies, nuts or dressings.

Crafted of the finest 18/8 stainless steel by time-honored Swedish craftsmen. Compartments are softly brushed to a satiny haze finish, contrasting with the gleaming mirror polish on the tray edge.

This outstanding table server is 12⅛-inches in length, 4⅝-inches wide.

Packaged in a beautiful gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 574	$5.90	$5.70	$5.60	$5.00

U.S. Patent D-182,626
MAILERS AVAILABLE at 15¢ each, net.
1-3A, 4B

THE TORSHOLM . . . a serving tray for all occasions.

Born of imaginative, contemporary design, finest 18/8 stainless steel, and flawless Swedish craftsmanship. Four matching compartments provide ideal service for hors d'oeuvres, candies, nuts or dressings.

Finished in a radiant combination of satin and mirror finish lustres. This exclusive holloware is 15⅜-inches long, 6-inches wide and ⅞-inch high.

Packed in beautiful black and silver gift box with romance card.

	12-24	25-49	50-99	100 and up
No. 524	$9.50	$9.30	$9.10	$8.90

U.S. Patent D-182,626
MAILERS AVAILABLE at 18¢ each, net.
A

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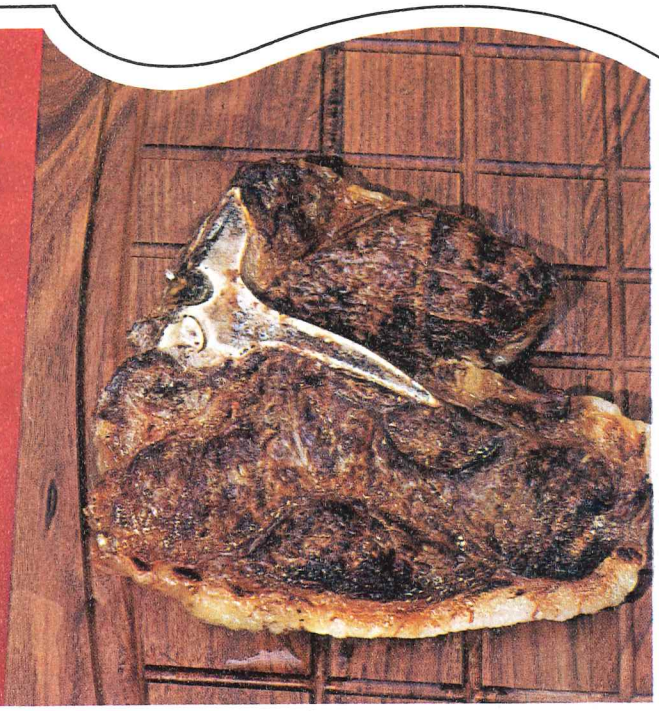

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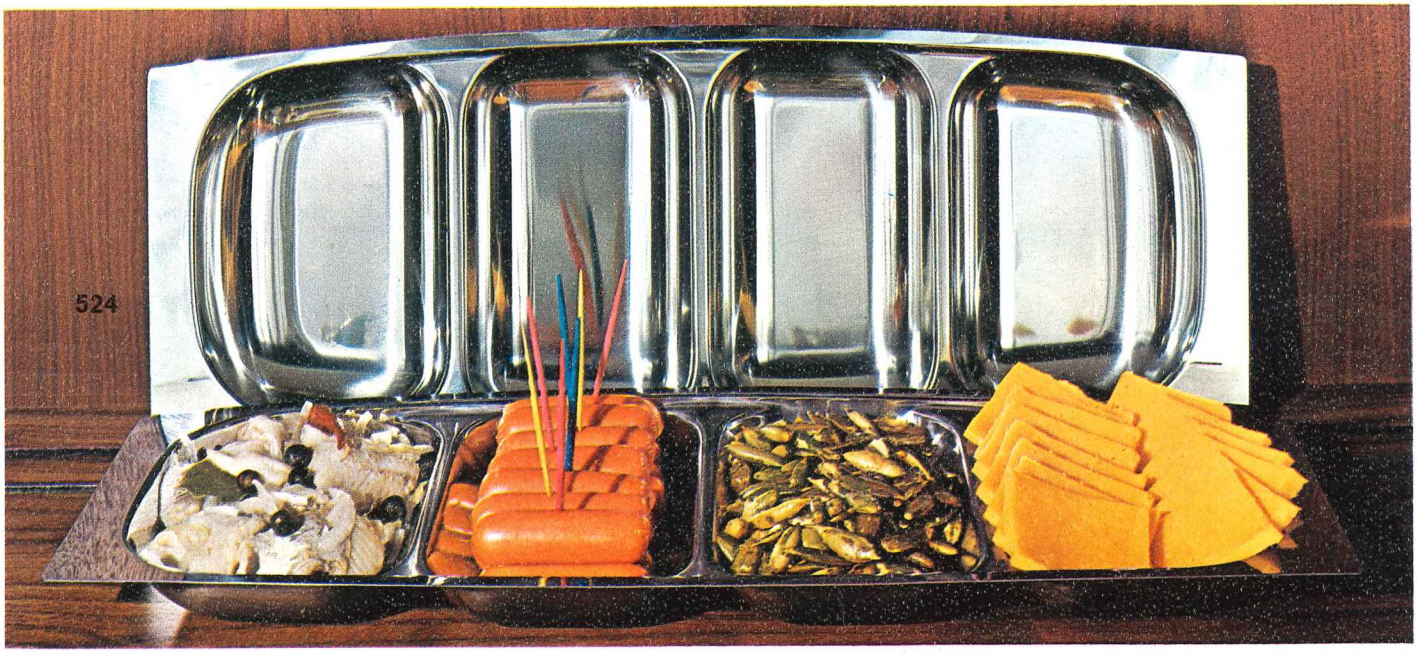

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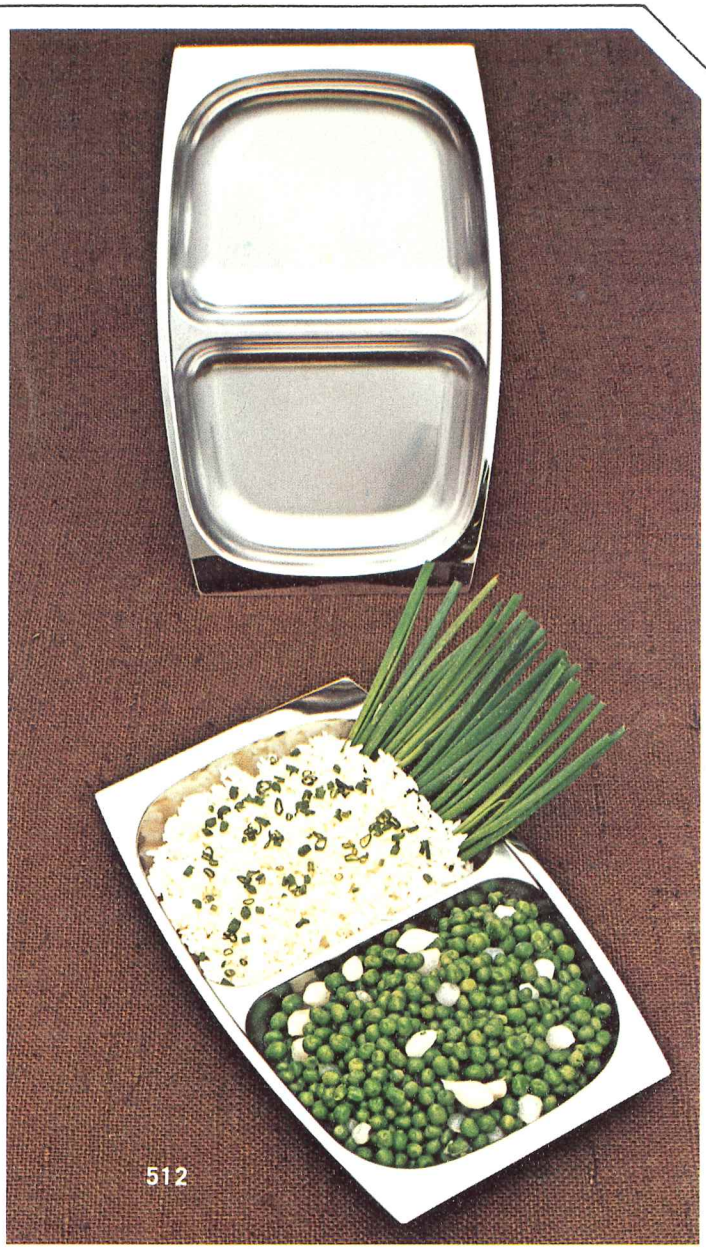
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596

SWEDISH HOLLOWARE . . . the envy of the world. Products that are a result of ancient knowledge and skills, passed from Swedish fathers to their sons, from generation to generation. Our holloware is formed by expert craftsmen with patient care. Only the finest 18/8 Swedish stainless steel is used. It is carefully hand finished to absolute perfection. Your gift will be the finest holloware available. These are gifts for a lifetime. Make your gift more precious, with engraving. See inside back cover for engraving costs.

THE LANDSKRONA is a welcome and much desired gift. It was created to serve as a covered vegetable dish or as two separate serving dishes.

A product of the skills of expert Swedish craftsmen and fine 18/8 Swedish stainless steel.

It will be treasured by anyone who receives it.

You may select the Landskrona as a set—dish with cover; or either dish. Both are 9½-inches by 7½-inches. The deep dish (bottom) is 1¾-inches high, the shallow dish (cover) 1¼-inches high.

Beautifully packaged in gift box with romance card.

	12-24	25-49	50-99	100 and up
No. 526 (set)	$13.75	$13.50	$13.25	$13.00
No. 527 (Shallow Bowl)	$7.10	$6.90	$6.70	$6.60
No. 528 (Deep Bowl)	$7.70	$7.50	$7.30	$7.20

MAILERS AVAILABLE at 19¢ each, net.
A

THE BORGHOLM is table elegance expressed in 18/8 Swedish stainless steel by skilled Swedish artisans. Two bowls with the table convenience of one. It serves two vegetables, relishes, or dips.

Each Borgholm is hand finished to a brilliant lustre. 12½-inches long, 8-inches wide, and 1½-inches high.

Gift packaged in silver and black box with romance card.

	12-24	25-49	50-99	100 and up
No. 512	$8.60	$8.40	$8.20	$8.00

U.S. Patent D-182,626
MAILERS AVAILABLE at 20¢ each, net.
A

THE BORGHOLM FOOD WARMER – The flames of two candles keep foods piping hot as they add their friendly glow to the dinner or buffet table. A gift that becomes a treasured possession as each year passes.

The two bowls serve hot vegetables or sauces. It is particularly ideal for serving beef stroganoff, lobster newburg or just keeping food warm for correct service.

The server is formed in 18/8 stainless steel by skilled Swedish craftsmen. Patient care is shown in the brilliant lustre and satin finish.

The warmer stand is made of beautifully grained solid walnut. Warming candles in frosted glass containers are included.

The server is 12½-inches long, 8-inches wide and 1½-inches deep. The overall height is 4⅞-inches. Packaged in beautiful gift mailer with romance card.

	6-11	12-24	25-49	50-99	100 and up
No. 596	$15.50	$15.30	$15.10	$14.90	$14.70

A

THE GOTHAN II 10-inches in diameter. A dinner plate size in the perfect shape for serving sandwiches, desserts, cake, or nuts. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 540	$6.50	$6.30	$6.10	$6.00

MAILERS AVAILABLE at 18¢ each, net.
A

THE GOTHANETTE—7-inches in diameter—Circles of elegance for individual serving or for buffet assortment service. Ideal for individual serving of desserts. Also buffet or table settings for hors d'oeuvres, canapes, relishes, etc. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 534-1 (1 piece)	$3.60	$3.50	$3.45	$3.40
No. 534-2 (2 pieces)	$6.80	$6.60	$6.40	$6.30

MAILERS AVAILABLE for all above 17¢ each, net.
A

THE GOTHAN — 13-inches in diameter — A lustrous circle of beauty. Its large size makes it ideal for hors d'oeuvres, canapes, cake, sandwiches, meats and beverage service. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 535	$8.50	$8.20	$8.00	$7.80

MAILERS AVAILABLE at 24¢ each, net.
A

THE GOTHAN SET . . . a group of three platters for buffet setting. Consists of 1 No. 535 Gothan Platter, 13-inches in diameter and 2 No. 534 Gothanette Platters, 7-inches in diameter. A stunning gift for a discerning person. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 536	$15.00	$14.50	$14.00	$13.75

MAILERS AVAILABLE at 24¢ each, net.
A

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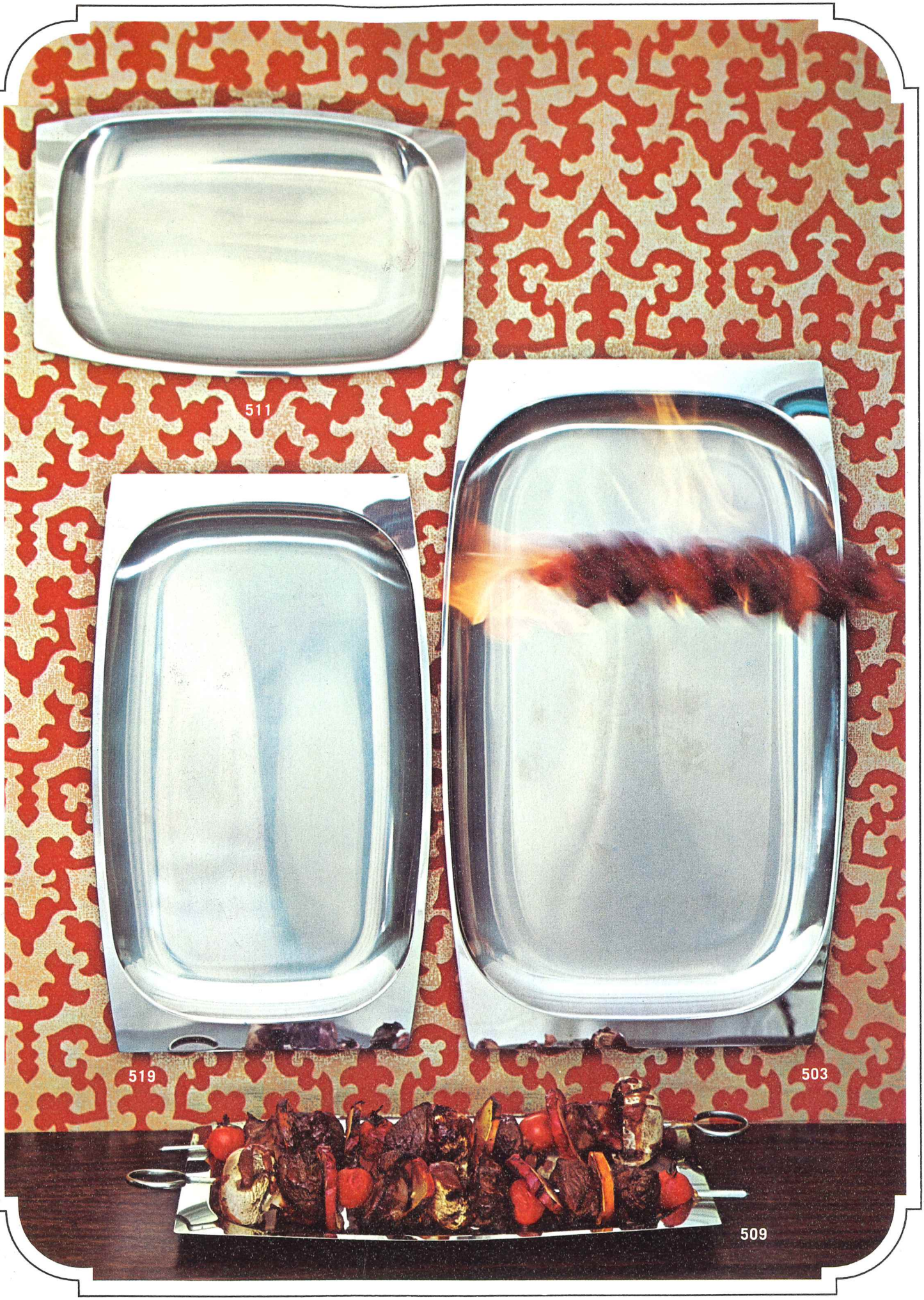
535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509

THE KRISHOLM—14¾ x 8¾-inches—A dinner platter of distinguished elegance. Ideal for steaks, roasts, sandwiches or pastries. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 511	$9.90	$9.60	$9.40	$9.25

MAILERS AVAILABLE at 20¢ each, net.
A

THE KUNGSHOLM—17½ by 10⅛-inches—A beautiful master dining platter. Large holiday size makes it ideal for turkey, ham, roasts. Shining loveliness on buffets with assorted meats, canapes, etc. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 519	$14.00	$13.60	$13.20	$13.00

MAILERS AVAILABLE at 24¢ each, net.
A

THE LUNSHOLM PLATTER is truly banquet size 20¾-inches by a full 12⅜-inches. It accommodates the largest holiday turkey, ham or roasts. For any occasion demanding food in abundance. Packed in an attractive gift mailer with romance card.

	6-11	12-24	25-49	50-99	100 and up
No. 503	$21.00	$20.50	$20.10	$19.80	$19.50

A

THE GRIPSHOLM—12½ by 7¾-inches—A buffet platter that will bring glistening highlights to the table. Ideal for canapes, sandwiches, sliced meats and cheeses. An individual steak platter that can be placed directly under the broiler flame. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 509 (single)	$7.40	$7.20	$7.00	$6.90
No. 510 (set of 2)	$14.10	$13.80	$13.50	$13.30

MAILERS AVAILABLE at 16¢ each, net for 509 or 510.
A

THE FRIEDHOLM—10½ x 9½-inches—A round tray with a flowing art form. Versatile because it is perfect for either roasts, fowl, sandwiches, canapes or hors d'oeuvres. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 513	$7.30	$7.10	$7.00	$6.90

MAILERS AVAILABLE at 18¢ each, net.
A

THE TREVHOLM 12⅛ x 4 11/16-inches. Designed as a relish tray but practical for biscuits, cheeses or appetizers. Packaged in beautiful gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 578	$5.20	$5.00	$4.90	$4.35

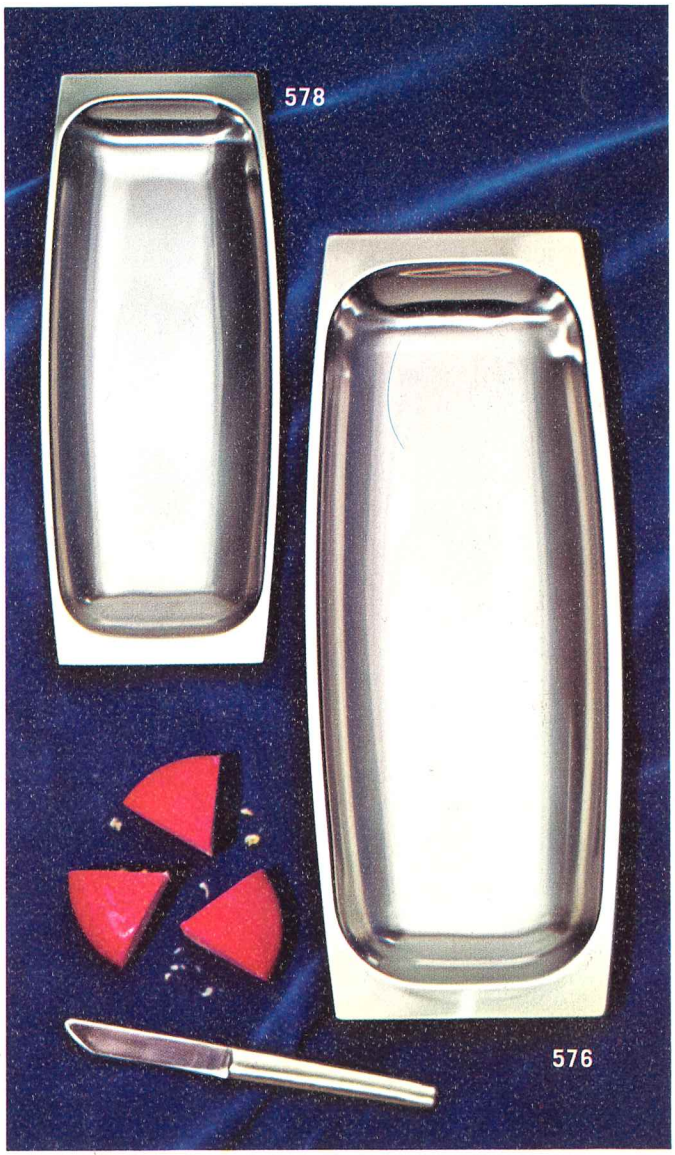
MAILERS AVAILABLE at 15¢ each, net.
1-3A, 4B

THE SVANEHOLM—15½ x 6-inches—A masterpiece of utility. Ideal for bread, rolls, snacks or relishes. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 576	$8.50	$8.20	$8.00	$7.80

MAILERS AVAILABLE at 18¢ each, net.
A

U.S. Patents D182,626, D184,651 cover No. 503, 509, 510, 511, 513, 519, 576 and 578.



317
IMPOR
CASE NO. 317
AUSTRIAN
SWORDMAKERS
FOR 400 YEARS

307
PORTED

DELMONICO GIFTS combine the design talent of America with the skill and patience of Old World craftsmen. Each piece is hot forged and quenched from a single solid bar of fine stainless steel. Their skills have been passed on from generation to generation since the Middle Ages. Meticulous care is used in sharpening, polishing and finishing each piece.

The result is the glittering, beautiful Delmonico cutlery. Gifts that reflect your esteem to the person receiving it.

THE DELMONICO STEAK SET is a handsome set of 6 matched steak knives, crafted by the Swordsmakers of Steyr in Austria. Only the finest stainless steel is hot forged into these Delmonico knives. A most fitting gift for those who demand quality. Overall length is 8-inches. Packaged with romance card in our finest gift package, the Regency gift box; in flannel roll in gift box or deluxe wood import case.

	12-24	25-49	50-99	100-249	250 and up
No. 2318*	$9.90	$9.70	$9.50	$8.50	$7.65
No. 318 (in flannel)	$9.10	$8.90	$8.70	$7.80	$7.05
No. 317 (in import case)	$9.95	$9.75	$9.55	$8.55	$7.70

MAILERS AVAILABLE: No. 2318, 17¢, No. 318, 13¢, No. 317, 15¢ each, net.
1-3A 4B 5C

THE DELMONICO STEAK AND CARVING SET will cause a stir of excitement when the gift is opened. Crafted of the finest stainless in true Delmonico tradition by the Swordsmakers of Steyr in Austria. Our finest 3 piece carving set and six precisely honed steak knives in an original import box of wood.

	12-24	25-49	50-99	100-249	250 and up
No. 307 (in import box)	$19.90	$19.60	$19.30	$17.25	$15.45

MAILERS AVAILABLE at 21¢ each, net.
1-3A 4B 5C

*See Regency Gift Package Information on Page 11.

THE DELMONICO CARVING SET was wrought by the skilled hands of Austrian craftsmen of the Swordsmakers of Steyr. The three-piece Carving Set consists of a carving knife, a slicer and a two tined serving fork. Each piece was hot forged from solid stainless, hand honed and finished to perfection.

All are Chef-size length. The fork is 11-inches, the Carving Knife is 13½-inches and the Slicer is 14-inches. Packaged, with romance card, in the Regency gift box in keeping with the elegance of the gift.

Also available in flannel roll in gift box, or deluxe wood import case.

	12-24	25-49	50-99	100-249	250 and up
No. 2365*	$10.40	$10.20	$10.00	$8.95	$8.05
No. 365 (in flannel)	$9.60	$9.40	$9.20	$8.20	$7.40
No. 306 (in import box)	$11.00	$10.80	$10.60	$9.50	$8.55

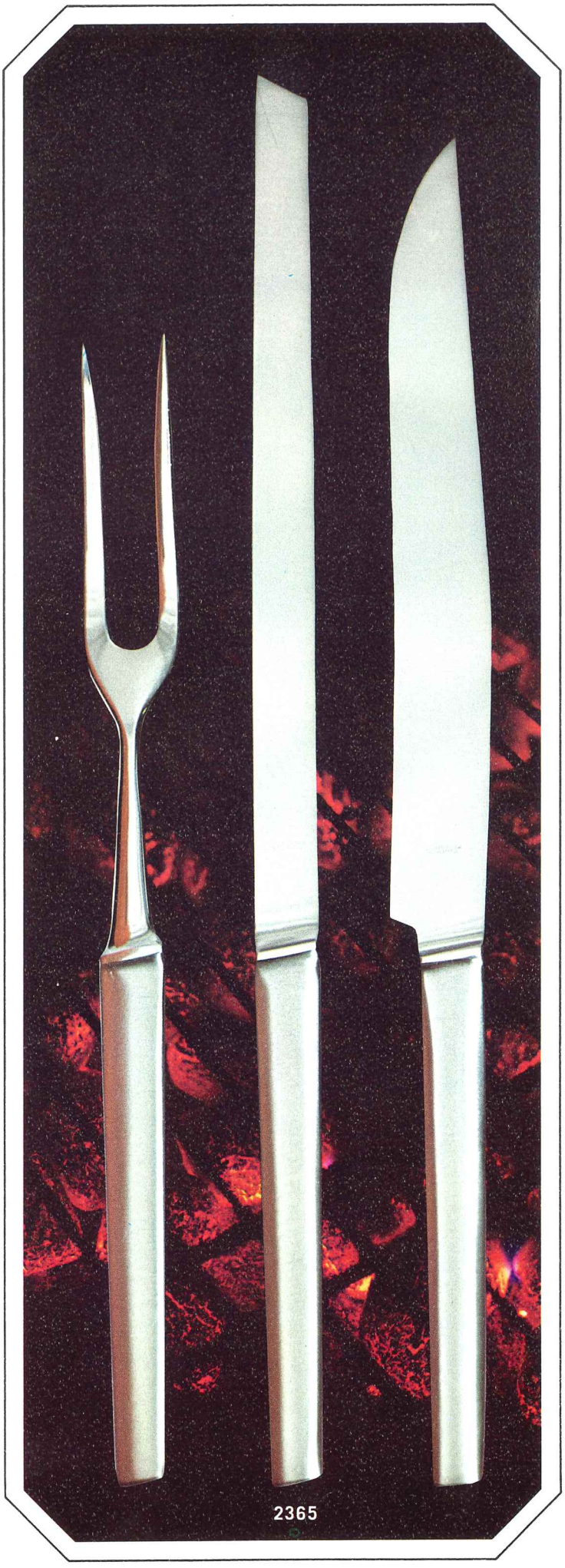
MAILERS AVAILABLE: No. 2365, 19¢, No. 306, 18¢, No. 365, 13¢ each, net. 1-3A 4B 5C

THE DELMONICO (2 PC.) CARVING SET . . . same as described above except consists of the basic carving knife and serving fork only. Available in the below packaging with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 368 (in flannel)	$6.80	$6.65	$6.50	$5.80	$5.20
No. 369 (in import case)	$8.10	$7.95	$7.80	$6.95	$6.25

MAILERS AVAILABLE: No. 368, 13¢ and No. 369, 16¢ each, net. 1-3A 4B 5C

*See Regency Gift Package Information on Page 11.



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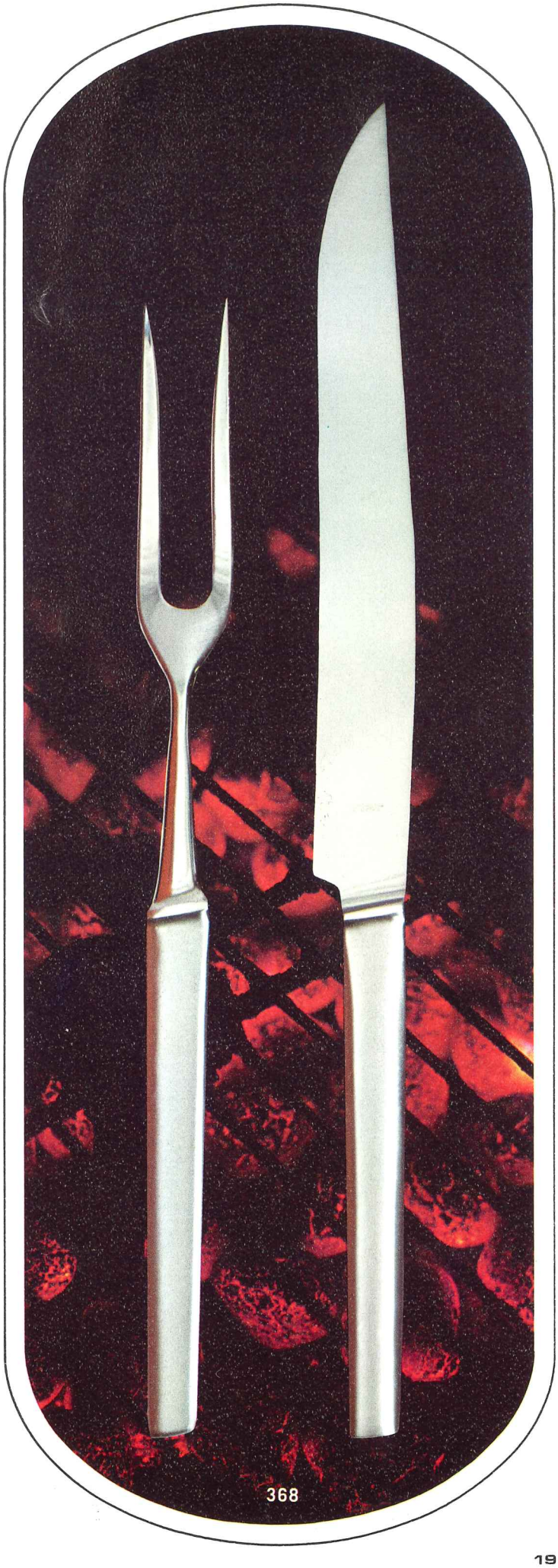

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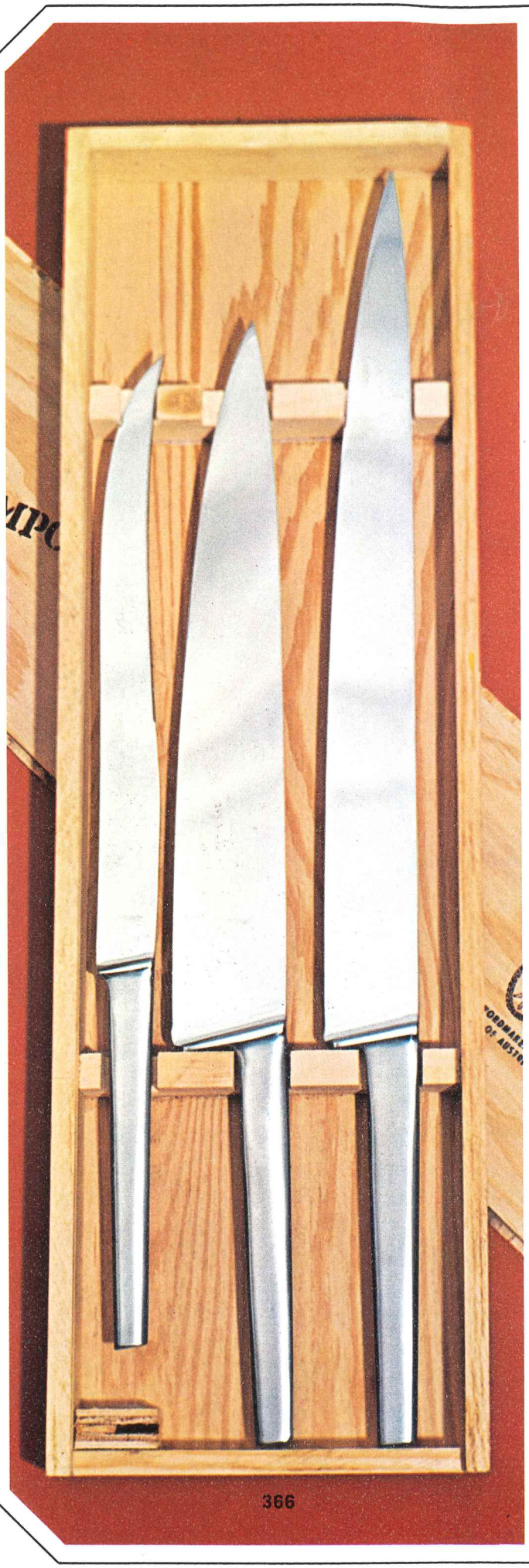

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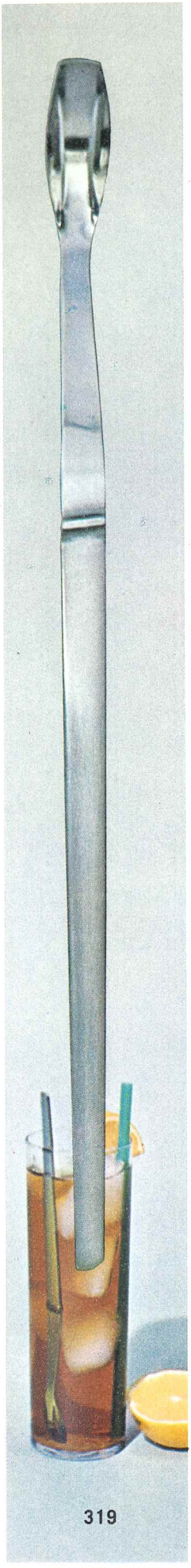

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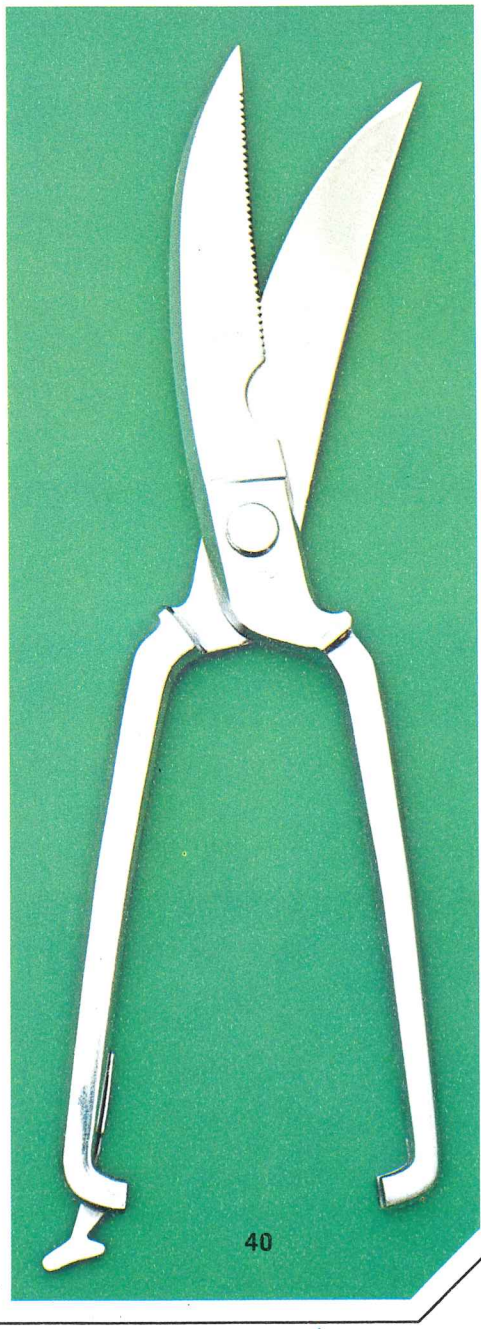

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THE DELMONICO CHEF SET . . . a remarkable set of culinary tools. Balanced and shaped for perfect control. Hot forged from fine stainless steel by experts for centuries, the Swordsmakers of Steyr in Austria.

The set consists of three knives: A 15-inch Chef Knife shaped and weighted for chopping and cutting. A Roast Knife 17-inches long for slicing roasts and other meats. A Poultry Knife 13-inches in length for carving fowl. Beautiful brushed handles and hand polished blades. Packaged in original import box with romance card.

	12-24	25-49	50-99	100 and up
No. 366 (in import case)	$16.00	$15.70	$15.50	$13.90

U.S. Patent D-189,243

MAILERS AVAILABLE at 20¢ each, net.
1-3A 4B

THE DELMONICO BEVERAGE SET is a natural companion to tall refreshments. How great they are for stirring iced tea, iced coffee or tall drinks! Their reach puts the slotted stirring bowl at the bottom of the glass for complete mixing.

They are crafted from solid bars of fine chrome-nickel stainless steel. Careful finishing has given the handles a soft satin lustre and the bowls are polished to a gleaming brilliance.

Overall length is 8⅛-inches. Packaged in a beautiful gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 319-4 (Set of 4)	$3.80	$3.60	$3.50	$3.10	$2.75
No. 319-6 (Set of 6)	$5.30	$5.10	$5.00	$4.45	$4.00

MAILERS AVAILABLE at 14¢ each, net.
1-3A, 4B, 5C

THE DELMONICO GAME SHEARS is a tool that is welcome in every household. Compound spring cutting action snips through poultry bones or the toughest gristle with ease. Forged of tempered scissors-steel, then heavily chrome plated and hand polished to a high lustre by Italian artisans. Overall length is 10½-inches. Packaged with romance card in a beautiful gift box.

	25-49	50-99	100-249	250-499	500 and up
No. 40 (in gift box)	$5.40	$5.20	$5.10	$4.55	$4.10
No. 42 (in import box)	$6.50	$6.30	$6.20	$5.55	$5.00

U.S. Patent D-176,994

MAILERS AVAILABLE: No.40, 12¢, No. 42, 15¢ each, net.
1-3A 4B 5C

DELMONICO BUFFET SET is light, bright and versatile—for buffet serving of meats, fish or fowl. Carefully crafted in excellence, in the Delmonico design by Italian artisans.

Each piece is 7½-inches in length. Packaged with romance card in our new beautiful Regency package, a flannel roll and gift box, or deluxe import case.

	25-49	50-99	100-249	250-499	500 and up
No. 2433*	$4.80	$4.70	$4.60	$4.10	$3.70
No. 433 (in flannel)	$4.10	$4.00	$3.90	$3.45	$3.10
No. 443 (in import box)	$5.00	$4.90	$4.80	$4.28	$3.85

U.S. Patent D-189,243

MAILERS AVAILABLE: No. 2433, 16¢, No. 433, 13¢, No. 443, 14¢ each, net.
1-3A 4B 5C

DELMONICO SALAD SET . . . a new design in serving pieces. Crafted in Austria of fine stainless steel, these Delmonico pieces are perfectly balanced. Easy to use for tossing salads, serving or buffet use.

One spoon is slotted to let juices of fruits or vegetables drain before serving.

Brilliantly polished with satin finish handles. Overall length is 10-inches. Bowl width is 3-inches. Packaged, with romance card, in our most beautiful package, the Regency gift box.

	12-24	25-49	50-99	100-249	250 and up
No. 2355*	$8.50	$8.30	$8.20	$7.30	$6.60
No. 355 (in flannel)	$7.60	$7.40	$7.30	$6.55	$5.90

U.S. Patent D203,943

MAILERS AVAILABLE: No. 2355, 17¢ and No. 355, 14¢ each, net.
1-3A 4B 5C

DELMONICO HOLIDAY SET . . . when the call is for refreshments, nothing will serve better than this exquisite three piece beverage set.

The multipurpose knife has a serrated edge for cutting fruit, a honed edge for paring and a forked spear tip for olives, onions or cherries. The swizzle spoon and bottle opener-canpiercer are constructed for long service of lifetime stainless steel by Austrian craftsmen of excellence. Packaged with a romance card in the new Regency gift box for luxurious gift giving, in flannel roll and gift box, or deluxe wood import case.

	12-24	25-49	50-99	100-249	250 and up
No. 2413*	$8.00	$7.80	$7.60	$6.75	$6.10
No. 413 (in flannel)	$6.90	$6.70	$6.60	$5.90	$5.30
No. 416 (in import box)	$8.20	$8.00	$7.80	$6.95	$6.25

MAILERS AVAILABLE: No. 2413, 17¢, No. 413, 13¢, No. 416, 16¢ each, net.
1-3A 4B 5C

*See Regency Gift Package Information on Page 11.

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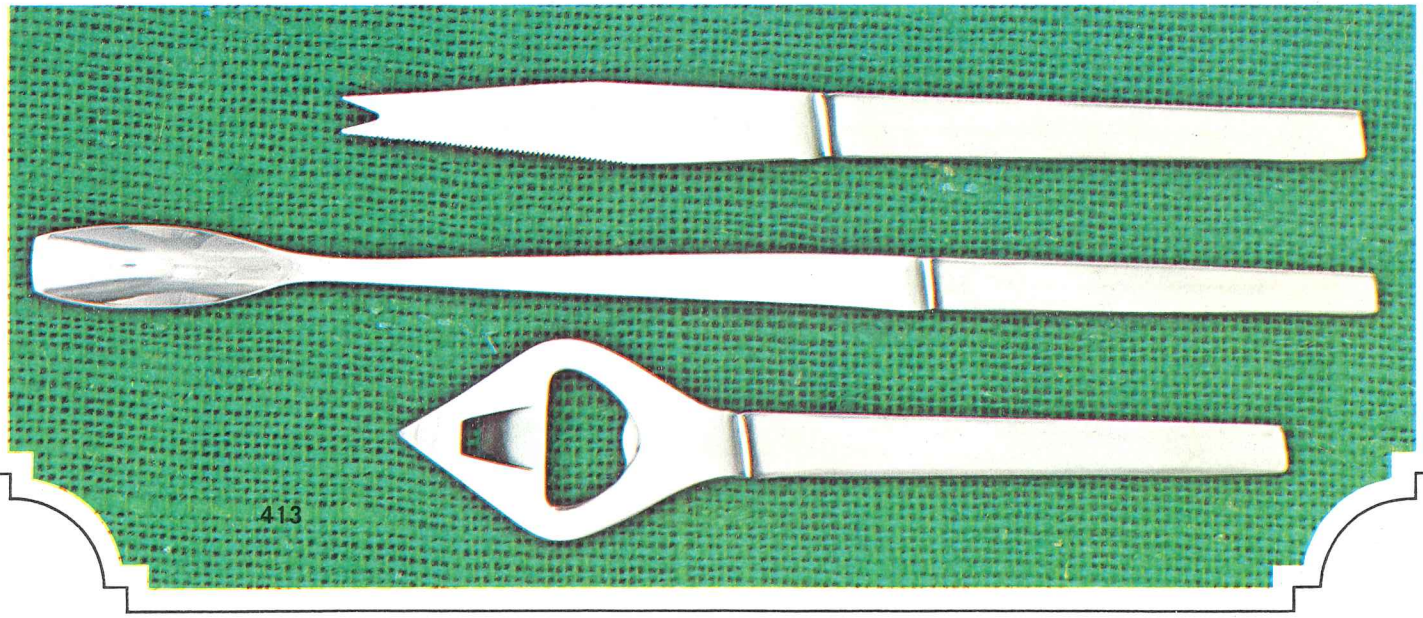

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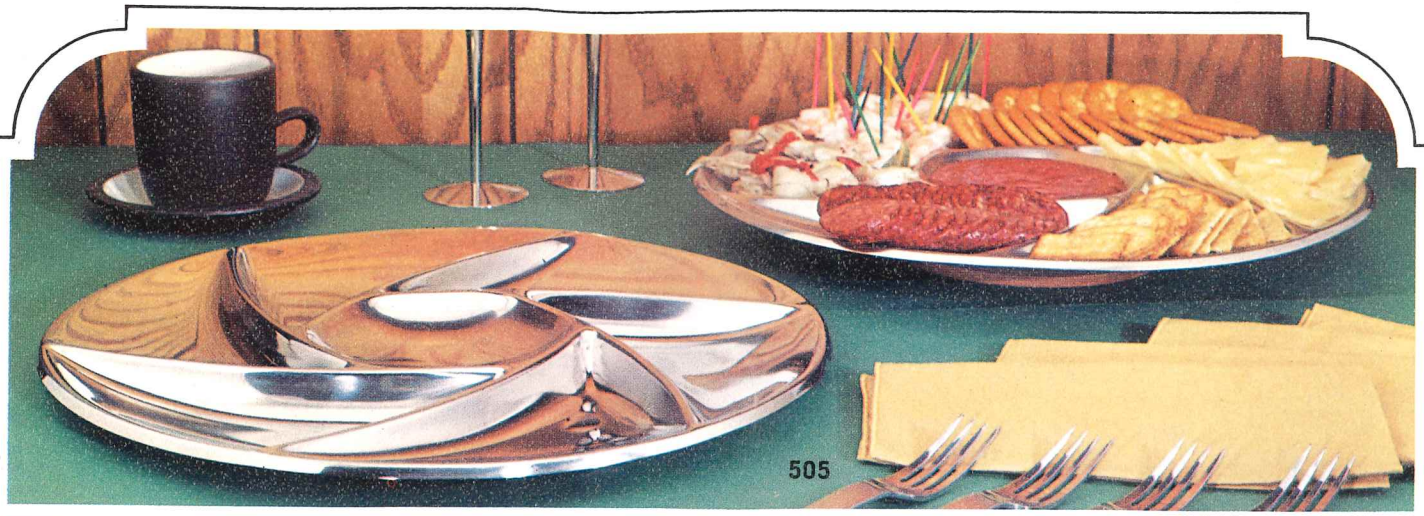
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THE GALLIVARE . . . a resplendent serving tray that reflects graceful contoured loveliness.

Eight compartments to serve pate, hors d'oeuvres, cheeses, seafood, dips, relishes or condiments . . . a perfect introduction to an evening of pleasure for guests.

The Gallivare becomes a luxurious and practical lazy susan when the balanced ball-bearing turntable is added.

The Gallivare is a superbly large, multi-purpose tray that measures approximately 14 1/2-inches in diameter. It is packaged with a romance card in an attractive gift mailer at no extra charge.

	12-24	25-49	50-99	100 and up
No. 505 (tray) A	$17.50	$17.10	$16.80	$16.50

No. 504 Ball bearing turntable $2.50 each in any quantity.
C
U.S. Design Patent D-197,022

LA REINE DECANTER SERVICE is entertaining supreme. Versatility and beauty combined in the hand-blown smoke-topaz decanter set and tray of Swedish 18/8 stainless steel with hand-rubbed walnut insert. The walnut insert holds and serves the cordials. Turn it over for a cutting board and tray. Remove it for a cocktail or dessert tray. Size 15 3/4-inches in length, 3/4-inches deep. Packaged with romance card in attractive gift mailer at no extra charge.

	6-11	12-24	25-49	50-99	100 and up
No. 637 A	$29.25	$29.00	$28.75	$28.50	$28.25

LA REINE DECANTER SET brings warm sophistication to a friendly gathering. Handblown in smoke-topaz glass by Suessmuth in Germany. Decanter is 7-inches high, 4 1/2-inches in diameter. Cordial glasses are 1 3/4-inches tall and 1 5/8-inches in diameter. Packaged in mailer with romance card.

	6-11	12-24	25-49	50-99	100 and up
No. 602	$13.70	$13.40	$13.20	$11.90	$10.75

1-3A 4B 5C

THE KRONA strikes just the right note of elegance and good taste. A perfect hostess tray . . . yet a carousel. The Krona can be passed at a cocktail party or at the table. When in place on the table, buffet or coffee table . . . it turns with just a finger touch.

Walnut and stainless steel provide an ideal setting for hors d'oeuvres, seafoods, relishes or dressing.

The four trays of fine 18/8 Swedish stainless steel lift out for easy cleaning. American walnut base is crafted and finished to excellence. Overall diameter 17-inches. 2 1/4-inches high. Individual trays 8 1/4-inches by 8 1/4-inches. Packaged in a gift mailer with romance card.

	12-24	25-49	50-99	100 and up
No. 584	$25.00	$24.50	$24.00	$23.50

U.S. Patent D207,409
A

FLORENTINE GIFTS — So rare and beautiful — a touch of medieval Europe. The rare coin replica complements the Old World craftsmanship, creating a gift that stands alone in distinctive elegance.

THE LARGE FLORENTINE COIN BOWL — a decorator piece as well as a serving bowl. The large Florentine coin bowl will grace any setting — desk, mantel, buffet or table.

Fashioned from the finest Swedish stainless and buffed to a perfect finish. A large bowl, 9-inches in diameter and 2-inches high. Packaged in beautiful gift box with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 531	$7.30	$7.10	$6.90	$6.15	$5.55

MAILERS AVAILABLE at 22¢ each, net.
1-3A 4B 5C

THE FLORENTINE COIN BOWL — a remembrance of lustrous beauty. Italian craftsmen have created this bowl in the finest stainless steel. The bowl invites use for nuts, candies. Perfect as an ashtray. 5 1/4-inches, top diameter. 3 3/4-inches, bottom diameter. 1 1/4-inches high. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 533	$2.90	$2.70	$2.55	$2.25	$2.00

MAILERS AVAILABLE at 15¢ each, net.
1-3A 4B 5C

THE FLORENTINE BOTTLE OPENER is a product from the skilled hands of Italian artisans of metal. It is an unusual and practical companion at the refreshment hour.

The antiqued cast metal replica of an early European coin contrasts luxuriously with the fine stainless steel that holds it.

It is 4 1/4-inches long and 2-inches wide. Packaged in a handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 410	$2.35	$2.25	$2.20	$1.95	$1.75

MAILERS AVAILABLE at 13¢ each, net.
1-3A 4B 5C

THE FLORENTINE COIN TRAY seems to speak a message of antiquity in its simple lines of stainless steel. The cast coin imbedded in its center is a replica of one popular in early Europe.

This unusual tray serves cigarettes . . . a convenient holder for calling cards . . . a bureau organizer for rings, jewelry and coins, as well as a most unusual way to pass mints and candies.

Crafted in Italy with patient care. Fine stainless steel, finished to a satiny perfection. 5 15/16-inches long, 3 3/4-inches wide. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 529	$2.90	$2.70	$2.55	$2.25	$2.00

MAILERS AVAILABLE at 12¢ each, net.
1-3A, 4B, 5C

CUSTOM-MADE FLORENTINE GIFTS are now available. Your business name, logo, trademark or message can be reproduced in the solid metal coin, antique finished by a special process, and mounted in any of the above Florentine pieces. — All costs shown below are net and in addition to prices shown in the catalog.

Artwork must be of good quality and camera ready.

Delivery time is 16 to 20 weeks after receipt of approved artwork.

No.		Approximate Tooling Cost One Side	Approximate Tooling Cost Both Sides	Minimum Quantity	Service Charge
533	Coin Bowl	$175.00	$350.00	1000	5¢
410	Bottle Opener	$175.00	$350.00	1000	each
529	Coin Tray	$175.00	$350.00	1000	
531	Large Coin Bowl	$400.00	$700.00	500	5¢
508	Continental Set	$400.00	$700.00	500	each

(page 6)

MAYER WERKE MÜNCHEN

MAYER WERKE MÜNCHEN

SCHMIDBAUER K.G.
MÜNCHEN

Frey

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533

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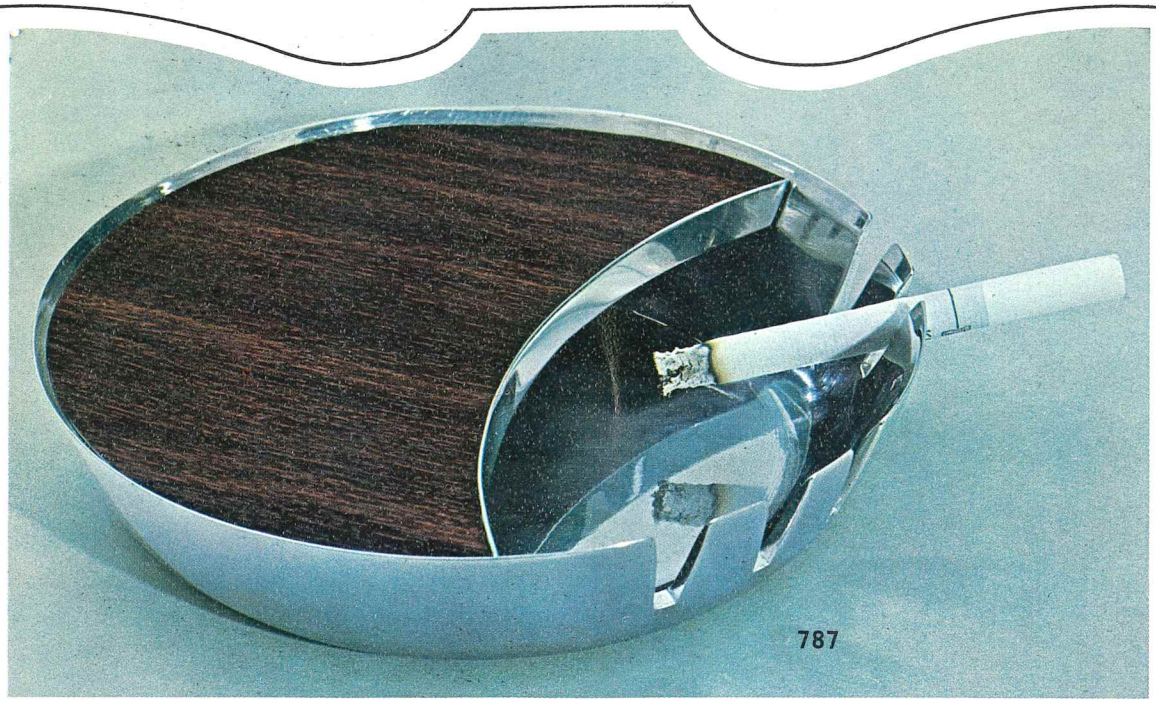

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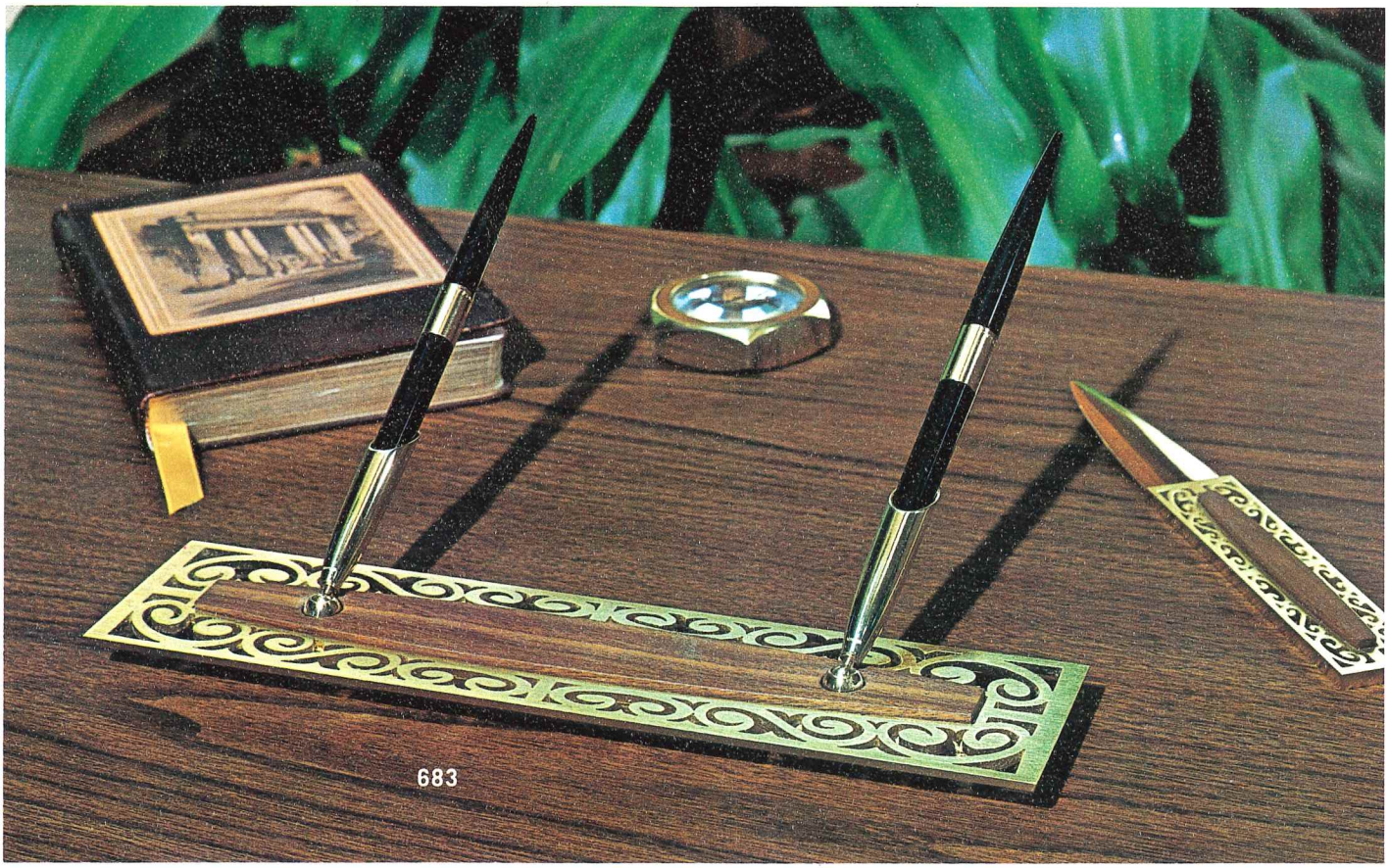

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684

EXECUTIVE DESK GIFTS . . . designed and crafted to please the taste of the discriminating man.

The gifts below, and on the following pages, are keyed to those who appreciate beauty of design, excellence of craftsmanship and the finest materials . . . and would not compromise quality for price. When the gift is received, your thoughts will be expressed in a style that will impress.

THE VISCOUNT ASHTRAY portrays forceful design with simple lines in cast, polished aluminum. So versatile, it is in good taste in the living room, den, office or patio.

The cover is laminated to give a pleasing contrast of materials. It is easily removable for cleaning. With the cover in place, unsightly clutter is hidden and the tray is protected from gusty breezes.

Ad copy may be silver stamped on the laminated cover or on a swatch on the bottom. 6-inches in diameter. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 787	$4.70	$4.60	$4.50	$4.00	$3.60

MAILERS AVAILABLE at 16¢ each, net.
1-3A, 4B, 5C

THE FILIGREE DESK SET — It's handsome! Especially designed and crafted for today's home or office surroundings.

The Filigree has been cast of solid metal . . . then carefully hand ground and specially treated to achieve a beautiful golden finish. Solid walnut surrounds the gold swivel pen wells.

Just the right size, 10¾-inches long and 2½-inches wide. Complete with two desk style ballpoint pens. Personalize your gift with engraved metal nameplates. They are available at 10¢ each, plus engraving cost. (See inside back cover.) Packaged in handsome gift box with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 683	$11.00	$10.60	$10.40	$10.20	$9.10

Design Patent Pending
MAILERS AVAILABLE at 16¢ each, net.
1-4A, 5B
Deluxe Shaeffer pens instead of standard pens at $2.00 net, extra.

THE FILIGREE LETTER OPENER — Ornate, yet so proper for opening letters at an important desk. A gift that is so unusual, it will never be forgotten.

Cast in solid metal then carefully hand ground, polished and specially treated to achieve a beautiful golden finish. An accent of solid walnut rests in the center.

See inside back cover for imprinting and personalization charges. Overall size is 8⅝-inches long and is 1¼-inches wide. Handsomely packaged in a gift box with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 684	$4.00	$3.80	$3.60	$3.50	$3.15

Design Patent Pending
MAILERS AVAILABLE at 14¢ each, net.
1-4A, 5B

THE FILIGREE DESK ENSEMBLE consists of No. 683 and No. 684 described above.

	12-24	25-49	50-99	100-249	250 and up
No. 682	$14.50	$14.00	$13.75	$13.50	$12.00

MAILERS AVAILABLE at 19¢ each, net.
1-4A, 5B

THE CROWN DESK SET – A magnifier and a letter opener . . . created to serve in any setting.

Crafted in fine stainless steel . . . then oxidized to background the handsome forged handle designs. Carefully hand finished to bring forth elegant satin lustre handles and glistening instruments.

For engraving charges see inside back cover.

Overall length of magnifier is 7-inches. The three and one-half power magnifying glass is 2-inches in diameter. The letter opener is 9⅜-inches overall. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500-999	1000 and up
No. 793	$6.00	$5.80	$5.70	$5.10	$4.60	$4.50

Design Patent Pending
MAILERS AVAILABLE at 17¢ each, net.
1-3A, 4B, 5-6C

THE LANCER . . . a letter opener . . . a grooming aid. Concealed in its handle are a nail file, scissors and knife blade. Also included is a screw driver for even more utility. Meticulously crafted by skilled artisans.

Constructed entirely of lifetime stainless steel. Overall length 8-inches. For printing or engraving charges, see inside back cover. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 180	$5.90	$5.70	$5.60	$5.00	$4.50

Patent Pending
MAILERS AVAILABLE at 12¢ each, net.
1-3A, 4B, 5C

THE ESCORT GROOMING SET is sure to delight those who insist on good grooming.

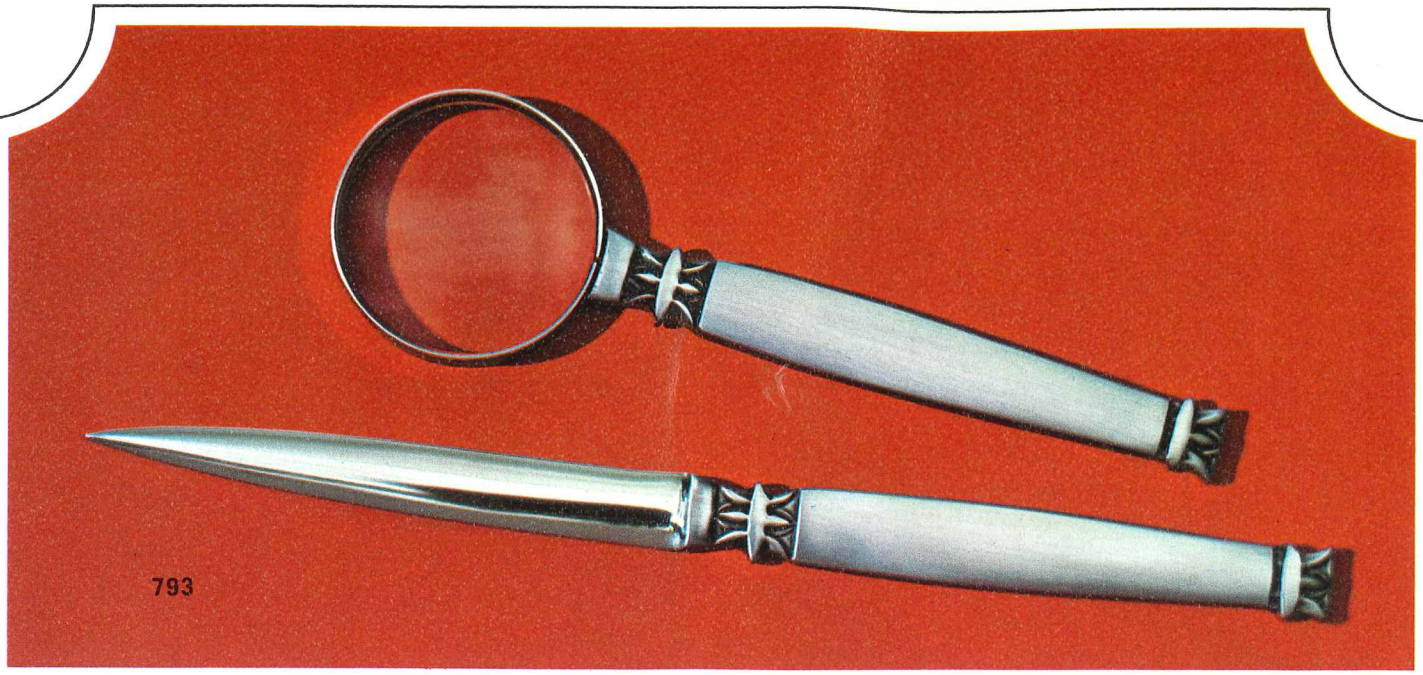
Quality starts with the rich brown top grain cowhide case and is repeated in each grooming instrument . . . nail file, nipper and cuticle pusher-trimmer.

See inside back cover for gold stamping charges.

The case is 4⅝-inches high, 3½-inches wide at the top. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 7	$7.20	$7.00	$6.80	$6.10

MAILERS AVAILABLE at 14¢ each, net.
1-3A, 4B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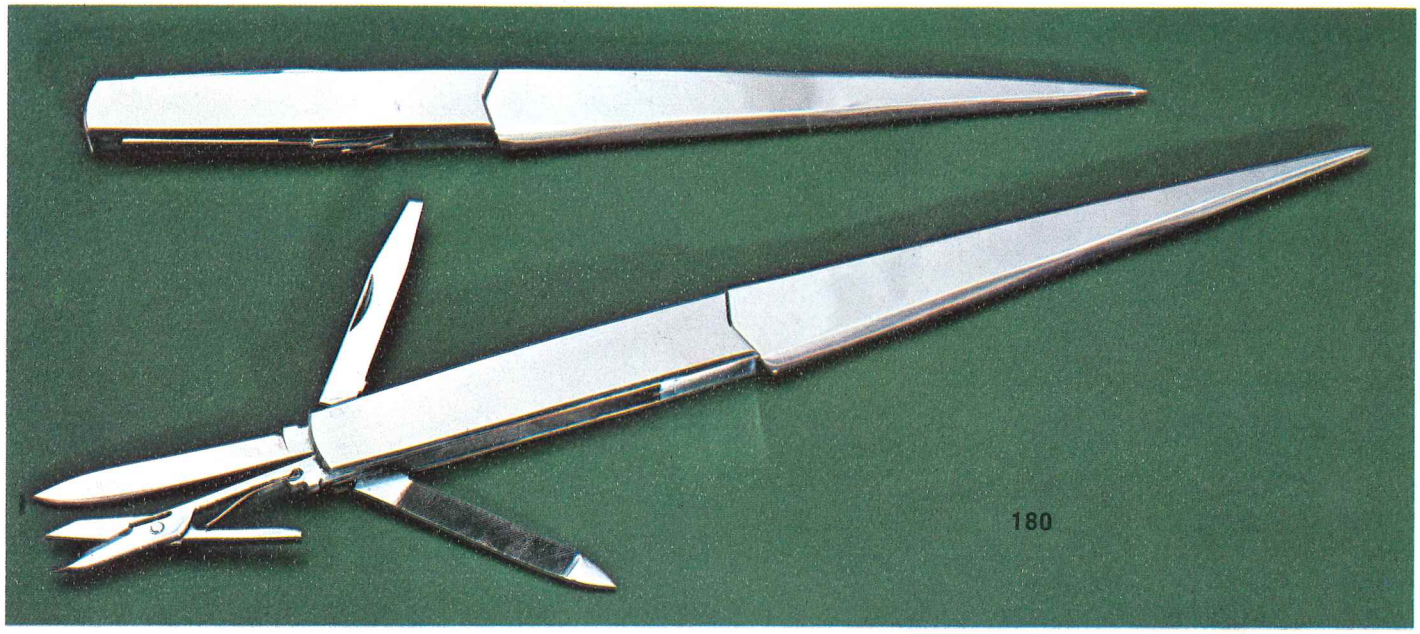
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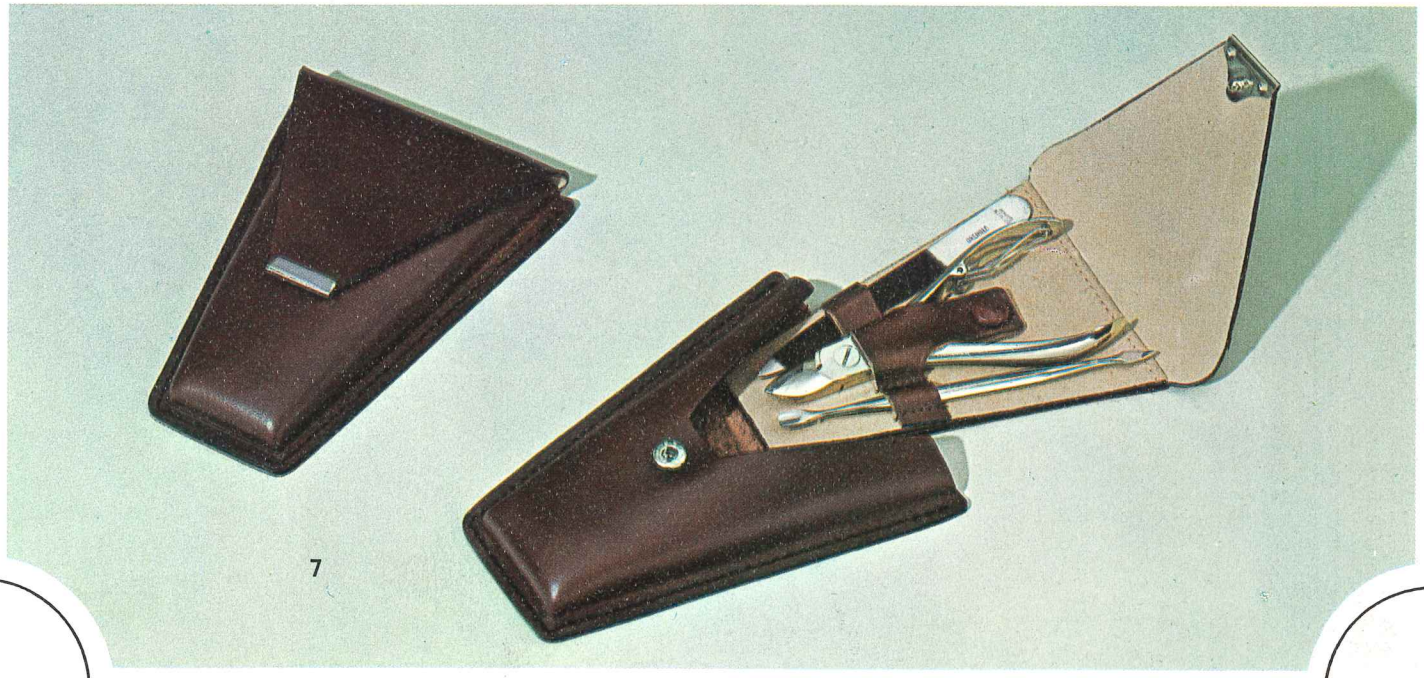
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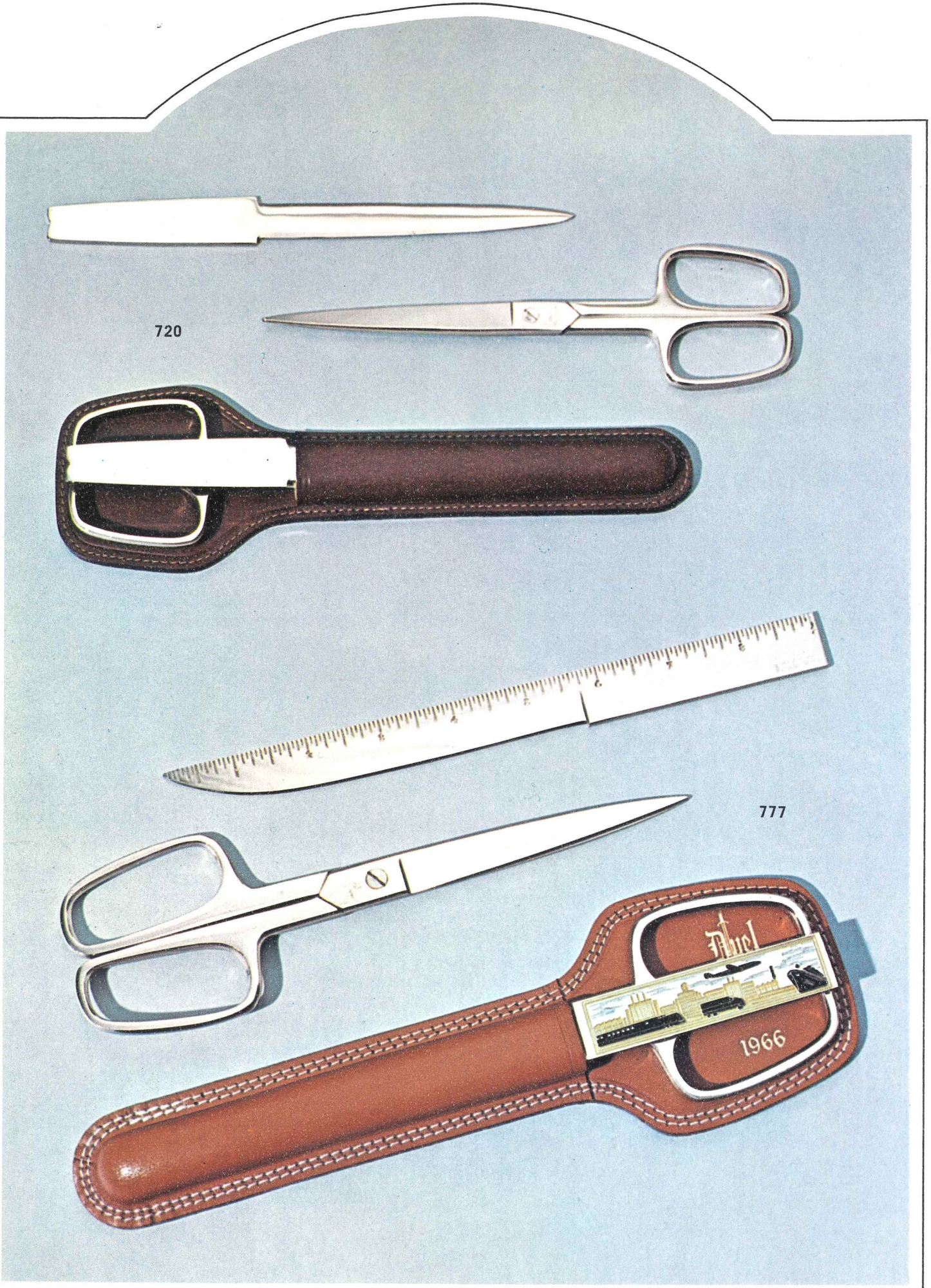

720
777
Ruhl
1966

THE CONSUL LIBRARY SET is a quality gift at a budget price. European artisans of cutlery have crafted it with patient skill.

Special scissors steel is used for the shears. It is hot forged, tempered and sharpened for easy cutting. The shears are approximately 7 1/2-inches long. The perfect fitting handles are comfortable, even for long cuttings. The letter opener is made of fine steel, with heavy nickel plating. The scabbard is specially processed leather with a rich olive tone. Saddle stitching gives a final touch of luxury and quality. (See below for personalization or ad copy.) Packaged in a handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 720	$5.40	$5.30	$4.75	$4.30	$4.25

MAILERS AVAILABLE at 11¢ each, net.
1-2A 3B 4-5C

THE COMMERCE AND INDUSTRY DESK SET . . . a product of careful craftsmanship and outstanding materials from Europe. A desk set of real quality.

The scabbard is genuine cowhide, tanned to a rich, warm tone — a prestige setting for gold personalizing or ad copy. To assure a long life of service, double saddle-stitching is used.

The elegantly embossed handle of the letter opener is fired enamel filling. The heavily nickel plated metal gives immediate assurance of the quality in hand. A convenient nine-inch ruler is embossed on the back of the blade.

The shears are carefully crafted from special scissors steel — hot forged — tempered — nickel plated . . . then hand honed to cutting perfection.

The shears are 8 1/2-inches long, the letter opener 9-inches long, and the scabbard is 10 1/4-inches long. (See price schedule below for personalizing or ad copy.) Beautifully gift boxed with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 777	$7.00	$6.80	$6.05	$5.45	$5.35

Design Patent 1173
MAILERS AVAILABLE at 12¢ each, net.
1-2A 3B 4-5C

PERSONALIZATION OR AD COPY

Engraving or Screen Printing: See inside back cover.

Silver or Gold Stamping

Ad copy will be stamped on the top side of the scabbard underneath the handles of the shears, *unless otherwise specified* at prices listed on inside back cover. If desired, stamping can be done on the underside of the scabbard at the same cost except #777. If both surfaces are stamped, a charge for each stamping will be made. Block or italics upper case only are used in gold stamping.

Silver or Gold Stamping on Blade Section of Scabbard (Block or Italic style)

	Minimum	Cost	Available on Item
Individual Names	25	$.50	777
Initials	25	.45	720-760-777
Ad Copy	50	.15	777

(One line up to 30 letters)

Special dies for trademarks, etc., will be quoted upon receipt of artwork.

CUSTOM DESK SET (Same as No. 777 except letter opener.)

The No. 778 letter opener, page 27 (with your name, trademark, or message screen printed, or engraved on the handle), may be substituted for the Commerce and Industry letter opener.

Screen Printing or Engraving Costs: See inside back cover.

THE COURTIER LIBRARY SET stands alone as an extraordinary gift. Shears and letter opener are encased and protected in a handsome scabbard. The leather is specially processed to obtain a rich, deep green tone.

Careful metal finishing makes it possible to combine beautiful gold plated handles with glistening polished blades of fine steel. Shears are hot drop forged, then sharpened to cutting perfection. See inside back cover for imprinting and engraving charges.

Overall length of set is 10¼-inches. Individually, the shears are 9½-inches in length, the letter opener 7⅜-inches in length. Packaged in a beautiful gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 760	$8.30	$8.10	$7.20	$6.45

U.S. Patent D-205,589
MAILERS AVAILABLE at 15¢ each, net.
1-2A, 3B, 4C

See Personalization information and prices on Page 26.

THE CRITERION LETTER OPENER is an extra special budget priced gift. It is brightly nickel-plated so that its glistening highlights are conspicuous on the desk.

On the back surface of the opener is a 9-inch ruler, convenient for at-the-desk measurement. The Criterion is ideal for personalization or ad copy. Screen printing or engraving show off beautifully on the bright nickel background. For printing or engraving charges, see inside back cover. Packaged in beautiful gift box with romance card.

	100-249	250-499	500 and up
No. 778	$1.46	$1.25	$1.10

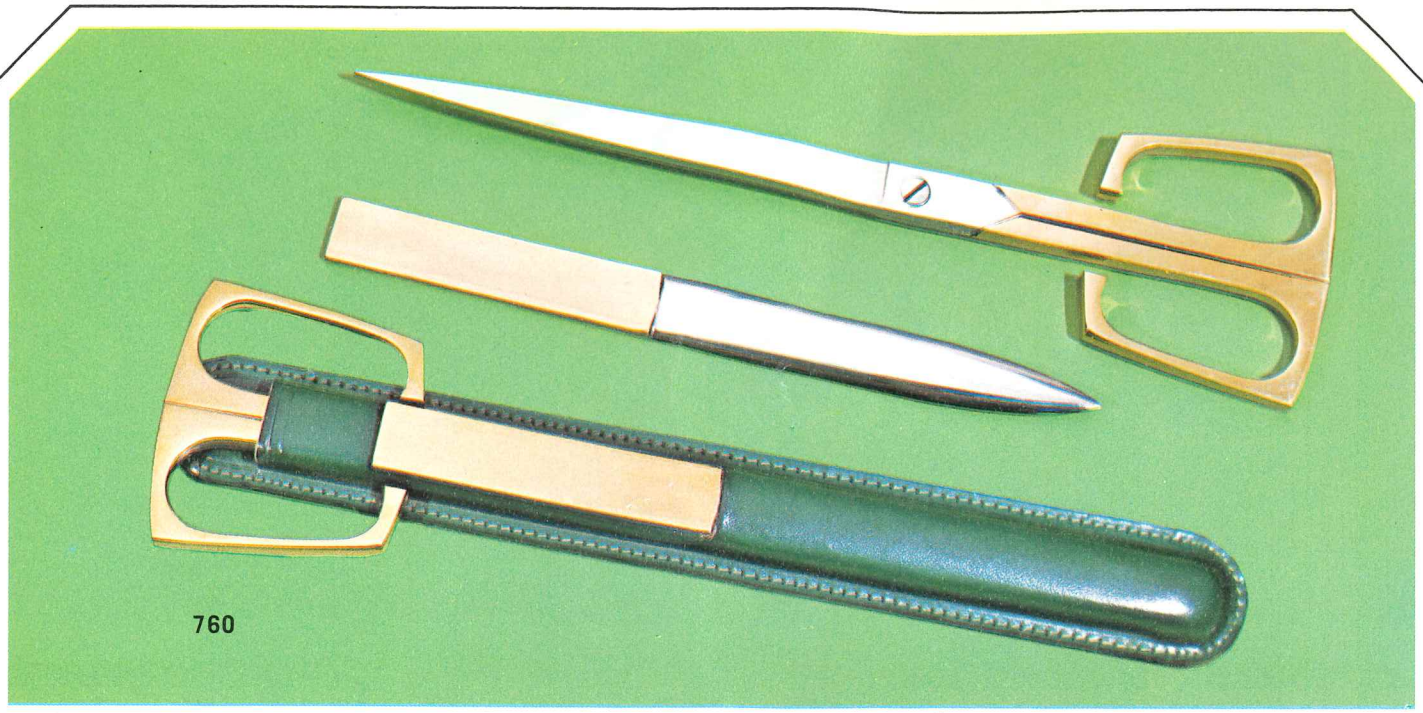
MAILERS AVAILABLE at 12¢ each, net.
1A 2B 3C

THE VALET CLOTHES BRUSH . . . another gift for fine grooming. Long bristles set in rich walnut will pick up the most stubborn dust particles. A specially designed lint pad on the top of the brush removes lint from soft or hard-finished fabrics.

Walnut-finished handle can be screen printed on either side. See inside back cover for costs. 10-inches long and 1¾-inches wide. Packaged in a fine black and silver gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 16	$2.60	$2.50	$2.20	$1.95

MAILERS AVAILABLE at 16¢ each, net.
1-2A 3B 4C



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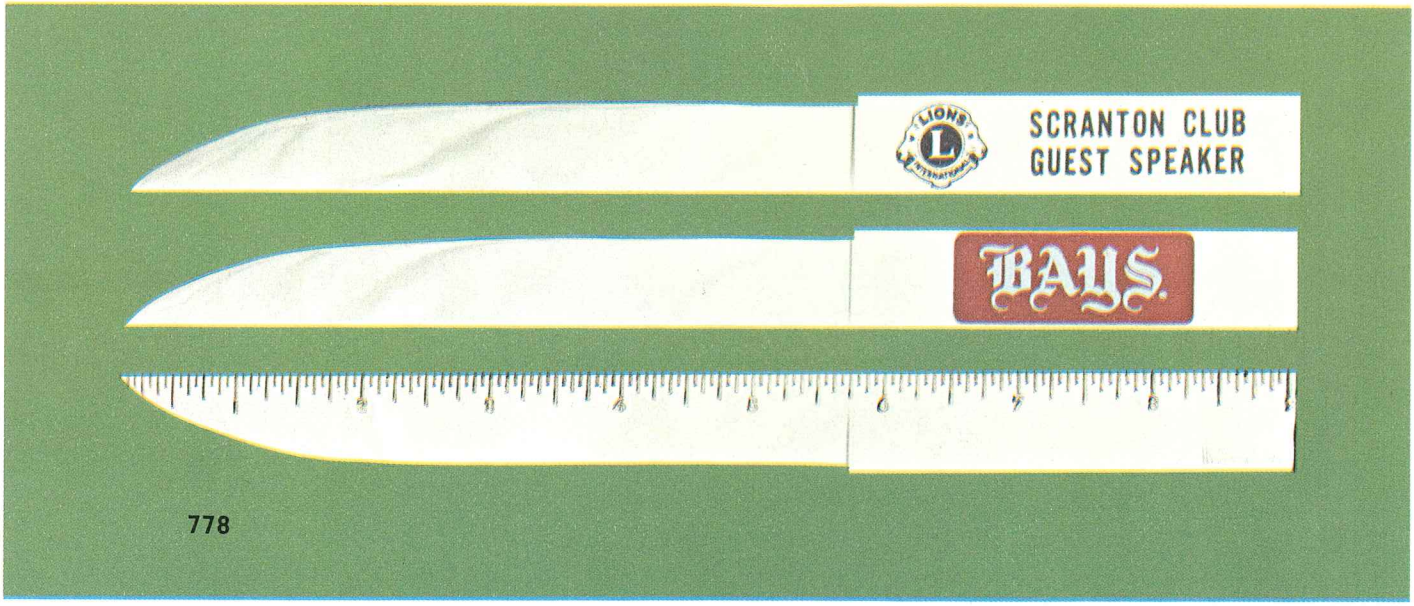

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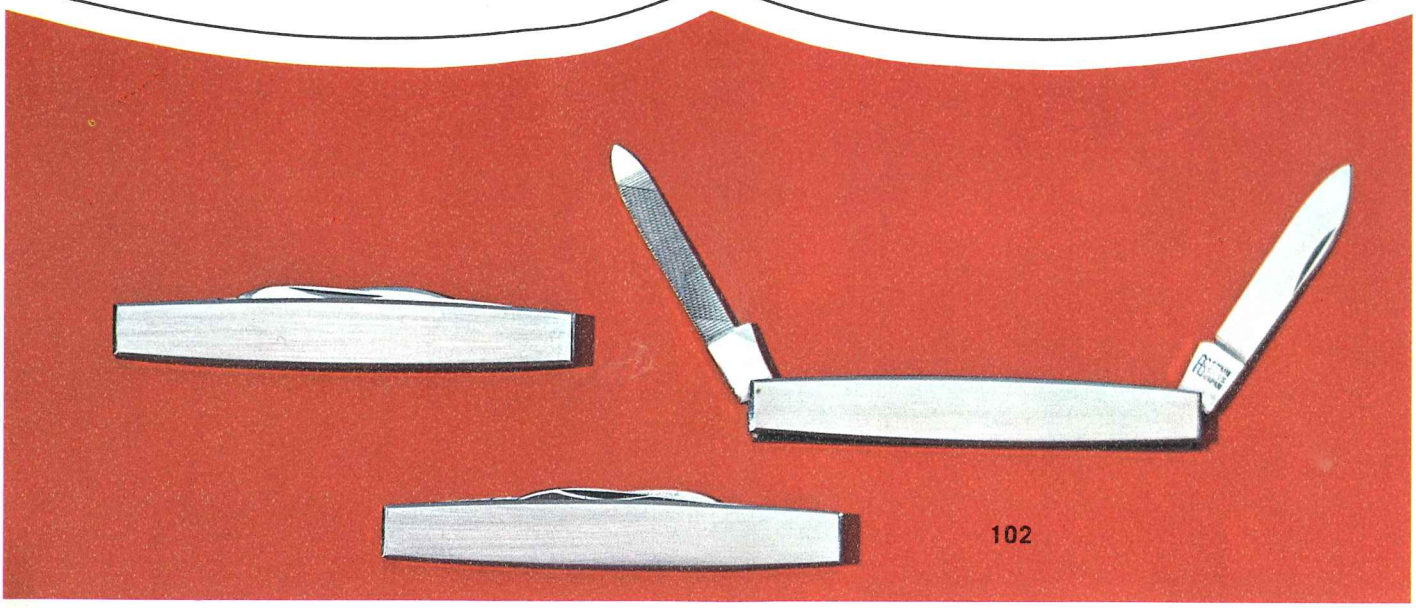
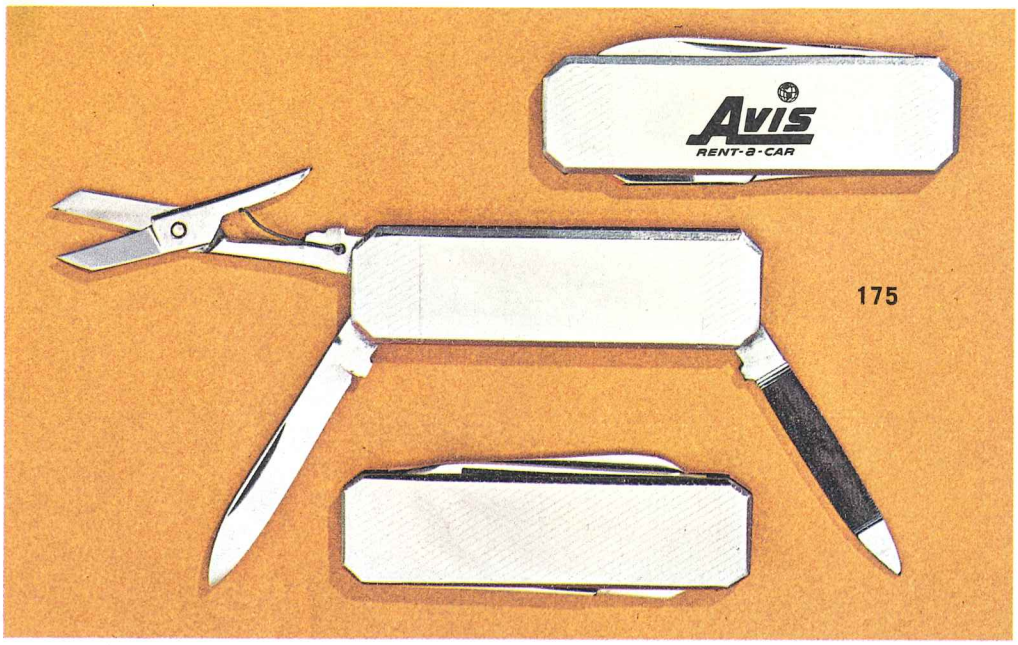
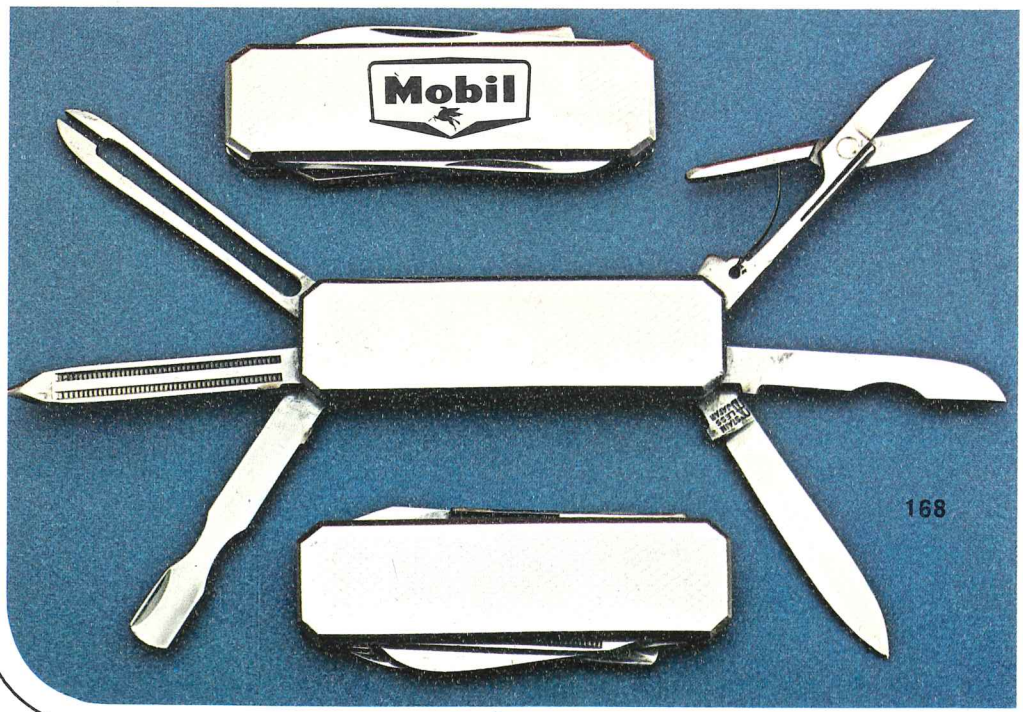
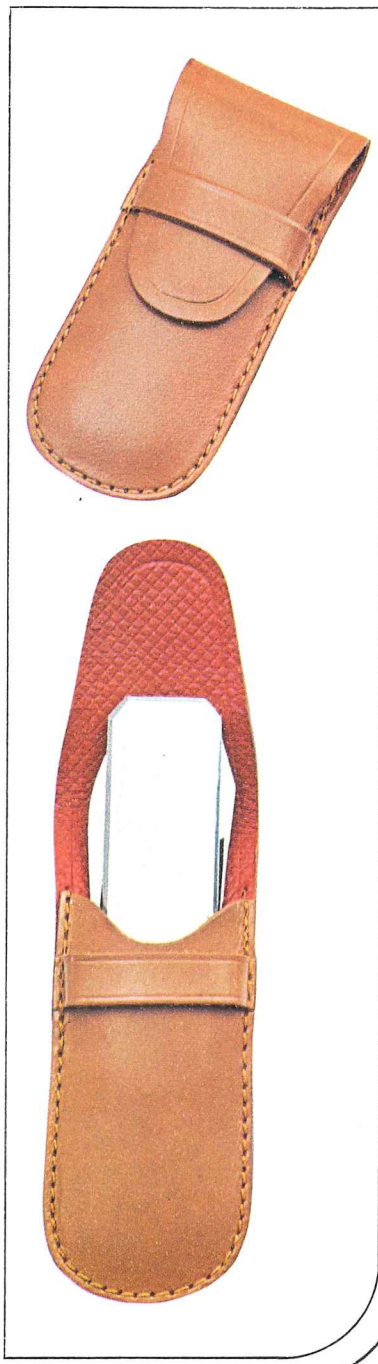

102


Avis
RENT-A-CAR
175


Mobil
168



POCKET GROOMING AIDS are very personal items that receive constant use. They are a businessman's everyday companion because good grooming and good business go together.

To assure you of the finest product, special care has been given each piece shown . . . unique design . . . exclusively stainless steel . . . unexcelled craftsmanship . . . careful finishing . . . the finest engraving and screen printing . . . and handsome packaging.

COLOR ETCHING of stainless steel pocket grooming aids is available. See inside back cover.

DELIVERY TIME 3½ to 4 months, but can be reduced by 3 weeks if air freighted from overseas to Chicago. Air freight cost, 15¢ net, each knife.

THE ATLANTIS is sleek, slender, handsome and unusually thin . . . it's a natural pocket companion for the executive. Nail file and blade will provide a lifetime of pocket convenience.

Constructed entirely of stainless steel and hand finished to excellence. Size is 2½-inches long, ⅜-inch wide and ⅛-inch thick. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500-999	1000 and up
No. 102	$2.00	$1.80	$1.70	$1.50	$1.35	$1.14

MAILERS AVAILABLE at 10¢ each, net.
1-3A, 4B, 5C, 6E

THE JUPITER is the grooming aid the successful businessman will carry. It's compact, ⅛-inch thick, 2⅜-inches long. Constructed entirely of non-rusting stainless steel, it contains three implements: a nail scissors, nail file and a carefully sharpened blade. Packaged in gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 175	$3.00	$2.80	$2.70	$2.40	$2.15

MAILERS AVAILABLE at 10¢ each, net.
1-3A 4B 5C

THE ATLAS . . . a complete kit of grooming in the pocket wherever you go. Stainless steel construction allows thin but sturdy design. Six implements — tweezer . . . nail file . . . cuticle pusher . . . nail scissors . . . cuticle cutter . . . and knife blade. All in a light compact package 2⅜-inches long. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 168	$4.00	$3.85	$3.75	$3.35	$3.00

MAILERS AVAILABLE at 10¢ each, net.
1-3A 4B 5C

LINED COWHIDE CASE — A handsome and practical way to give a pocket companion gift. The top-grain cowhide case with quality lining protects the knife and ad message . . . and adds a luxurious touch.

Cost 70¢ each in any quantity.
A

For ad copy or personalization of case, see Gold Stamping on the inside back cover.

THE MARLIN – Surprising that so much convenience can be put into a product . . . pliers . . . knife blade . . . bottle opener . . . screwdriver . . . and nail puller. It's a gift only a man can really appreciate.

Blades and case are crafted in stainless steel. The pliers are hot forged and finished with teeth that grip and hold.

A flip of the finger and the handle releases . . . squeeze to latch and lock. For printing or engraving charges see inside back cover. Size is 5-inches long, 7/8-inches wide, and 1/4-inch thick. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 195	$5.70	$5.50	$5.35	$4.80	$4.35

MAILERS AVAILABLE at 12¢ each, net.
1-3A, 4B, 5C

THE TITAN . . . key holder and gift knife spells convenience for the man. Constructed of lifetime stainless steel, it will withstand the scratches of heavy pocket use and still keep its attractive appearance. Ideal engraving or screen printing space. Size 1 3/4-inches long, 5/8-inch wide, 1/8-inch thick. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 105	$2.20	$2.10	$2.05	$1.82	$1.63

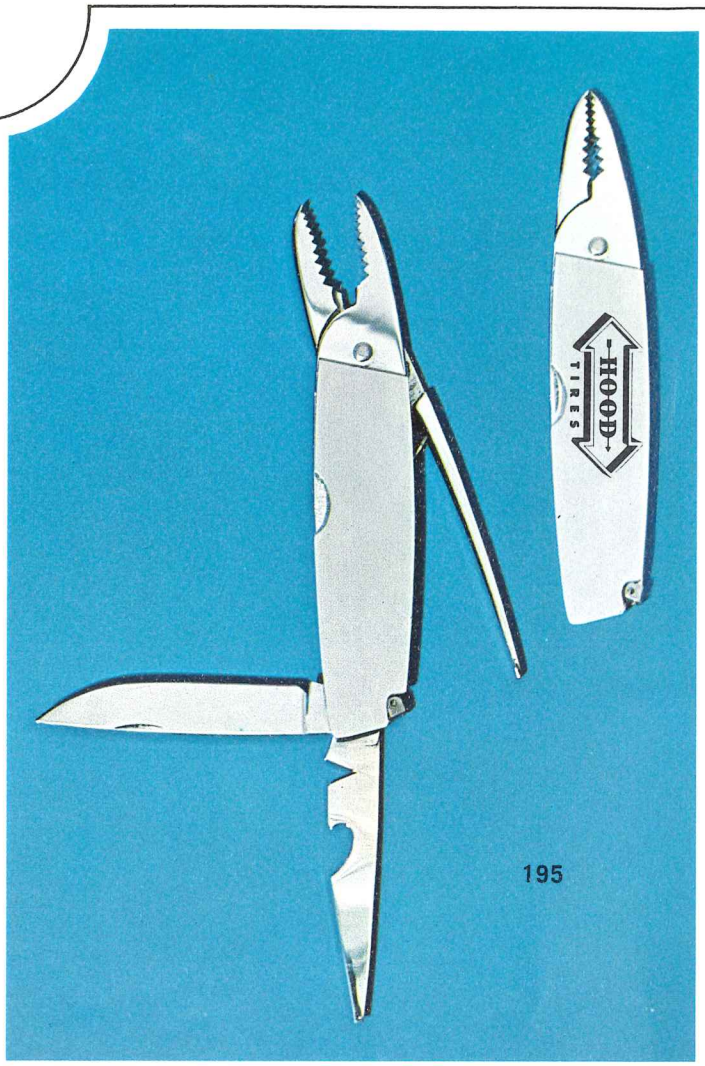
MAILERS AVAILABLE at 10¢ each, net.
1-3A 4B 5C

THE MEDALLION . . .a pocket knife-key holder of unusual design. Quality crafted in solid stainless steel. The smartly braided chain and key holder will keep keys held securely and convenient to use. The blade is carefully sharpened and the nail file is double grooved. Size is a compact 1 1/2-inches. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 106	$1.85	$1.75	$1.70	$1.50	$1.35

MAILERS AVAILABLE at 10¢ each, net.
1-3A 4B 5C

As an added personal touch, Penny Jingle Cards are available at 2 1/2¢ each, net.



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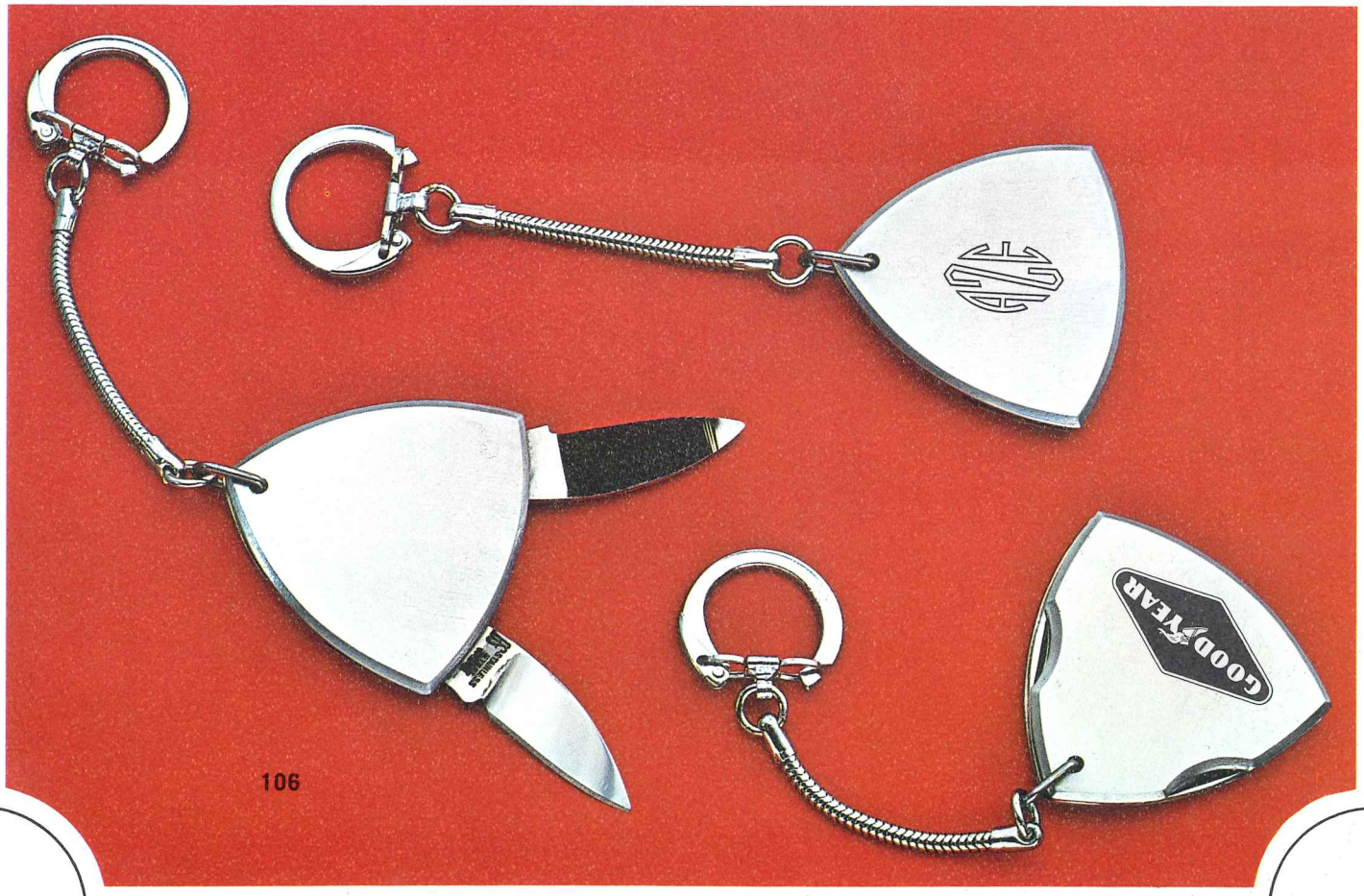

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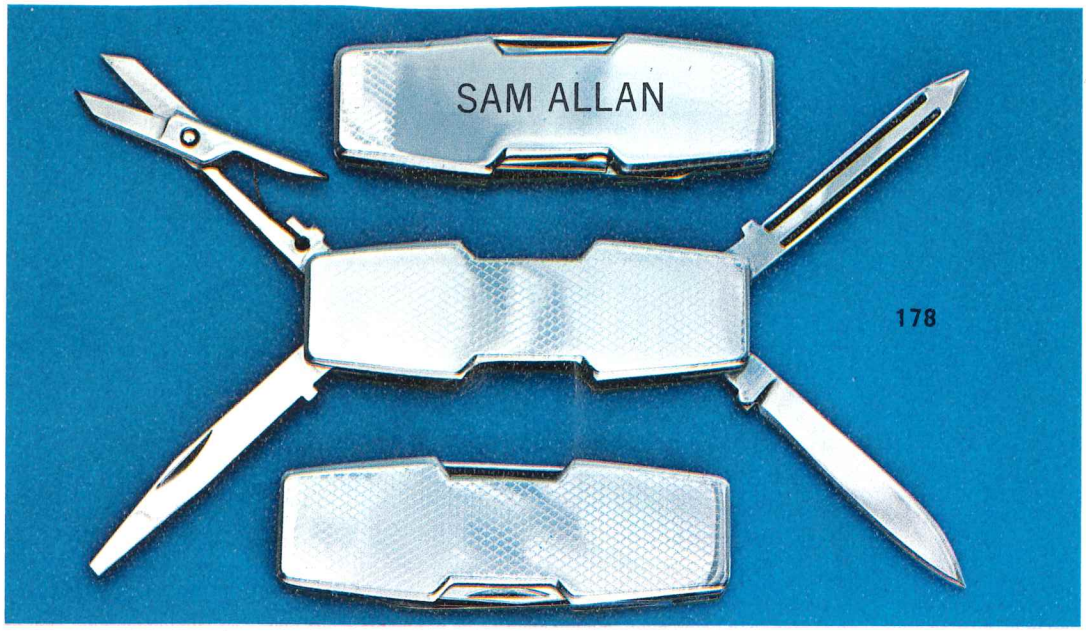
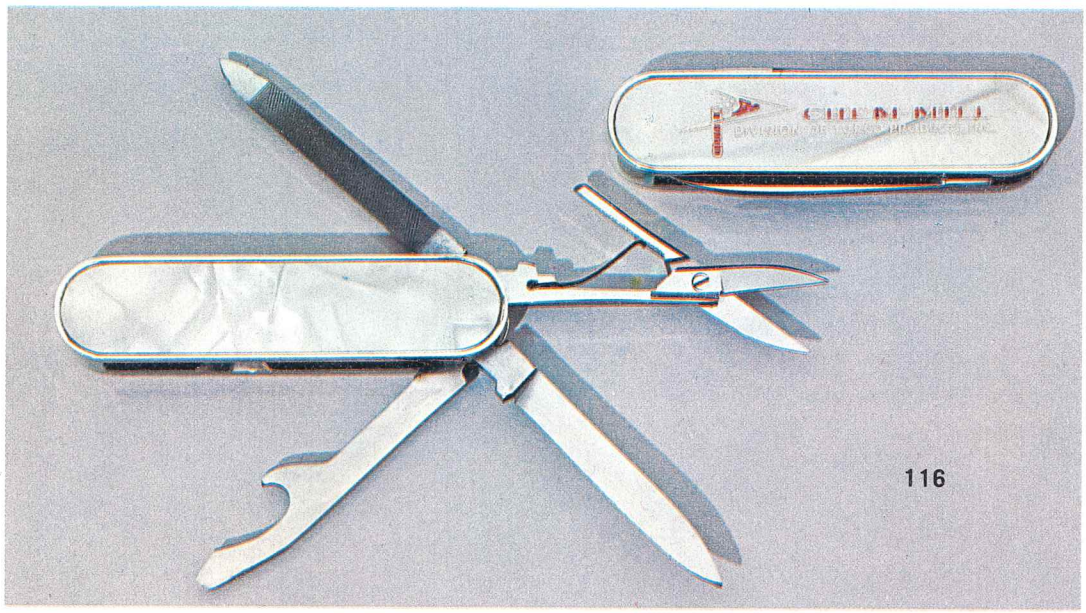

SAM ALLAN

178



116

25th ANNIVERSARY
FIRST NATIONAL BANK
DUBUQUE, IOWA

197

THE SATURN is a combination grooming kit and pocket knife. Two grooming aids — a nail scissor and a nail file. Two pocket implements — a sharp knife and a screwdriver blade. Crafted entirely of fine stainless steel, it will never rust or tarnish and will be a pocket companion for many years.

Size is 2 3/8-inches long, 3/4-inch wide, 1/4-inch thick. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 178	$3.60	$3.40	$3.30	$2.90	$2.60

MAILERS AVAILABLE at 10¢ each, net.
1-3A 4B 5C

THE GLOBETROTTER is an advertiser's dream. His name, trademark or message can be inlaid with nickel-silver only or nickel-silver and beautiful full colors on a backdrop of simulated mother-of-pearl. (See below.) The ad message is framed with an edge of cast metal for full protection.

Crafted in stainless steel by master artisans of cutlery. The combination of 2 grooming aids and 2 utility implements is ideal for a man's pocket. A nail file and nail scissors plus bottle opener-screwdriver and knife blade all fold out for convenient use. This handsome pocket companion will remain a constant reminder of your company to the proud possessor. Packaged in a handsome gift box with romance card.

	100-249	250-499	500 and up
No. 116	$3.35	$3.30	$3.25

MAILERS AVAILABLE at 10¢ each, net.
C

AD COPY IN NICKEL SILVER INLAY AND COLOR FOR GLOBETROTTER

Minimum order with inlay – 100 pieces.

Artwork: When requested for approval of order, there is no charge.

Color in addition to Inlay: 5¢ net, for each color.

Make ready charge on initial order – $10.00, net.

Speculative Sample – $20.00 per side. Refunded (minus $10.00 make ready charge) if a minimum of 100 pieces is ordered with the same inlay, within 6 months of receipt of sample.

Account protection applies on all inlay knife orders with copy for 1 year from date of acknowledgment.

The above price includes one trademark or figure in addition to the text. Add 75% of inlay cost for each additional trademark or figure.

Maximum inlay area: 2-inch length, 13/32-inch high.

Delivery (after receipt of order or approved artwork): Approximately 50-60 days.

For Christmas delivery: Order must be in our possession Oct. 15.

INLAY CHARGES PER SIDE OF KNIFE

100-249	250-499	500 and up
$ .27	$ .23	$ .21

SCREENPRINTING OF NO. 116 available. See inside back cover.

THE CRESCENT . . . a treasury of tools, yet comfortably light and durable. The Crescent is a must for the executive's desk drawer, auto glove compartment, or fishing tackle box.

A tool for every purpose . . . a sure-grip crescent wrench . . . Phillips screwdriver . . . precision honed knife blade . . . screwdriver . . . bottle opener. Crafted in tool steel, tempered and hardened for rugged service. Just the right size to grip—5 1/2-inches long. 1 3/4-inches wide. Gives plenty of space for advertising message in screen printing or engraving. See inside back cover for prices. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 197	$5.70	$5.50	$5.35	$4.80	$4.35

MAILERS AVAILABLE at 12¢ each, net.
1-3A 4B 5C

Memento Exclusive Gift plan

An art of giving that assures satisfaction.

INCENTIVE EXCLUSIVE AWARD PLAN

Create the desire to accomplish AND the most powerful force in business is born . . . individual initiative.

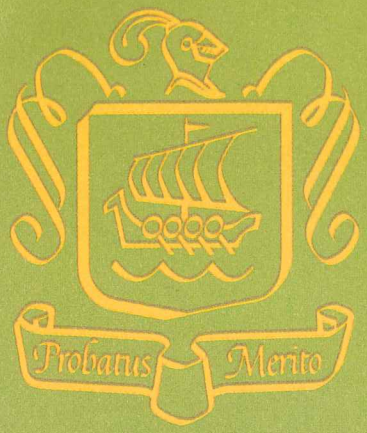
THE BIRTHDAY PLAN

A special way to remember a special day . . . a birthday.

To give a gift is an expression of oneself. Memento Exclusive Gift expresses your thoughts in the finest way. **MEG** offers five price groups to choose from. Each group contains twelve high quality gift choices.

Let Memento Exclusive Gift do your gift giving this year. The five price ranges tailor **MEG** to your gift budget.

Ask to see the Memento Exclusive Gift Program. You will be convinced that **MEG** is the most flattering way to give a gift . . . or to receive one.



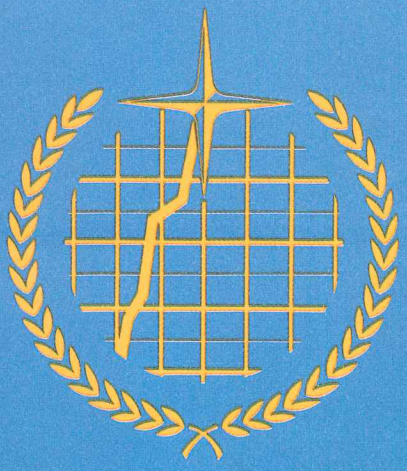
Individual initiative can make sales climb, production increase and interest grow . . . a positive way to create and stimulate individual initiative is to reward and personally recognize the efforts of the individual. **Incentive Exclusive Award** plan is designed to do this!

Incentive Exclusive Award Plan provides a complete program for sales, employee or customer incentives. Available as a price or point program.

Promotional Materials
Fine Award Presentation
Citation Quality Awards
Award Scroll

Five price categories that are ideal for a point program or exactly fit the promotional budget.

Ask to see the **Incentive Exclusive Award** plan. It's a plan that recognizes and rewards initiative . . . and makes your goals easy to attain.



Select a gift or gifts for your birthday list from this catalog.

Send your selection along with the names, addresses and birthdates (if known) of the individuals you have selected to be remembered. The Birthday Plan will obtain the birthdate of those that are unknown to you.

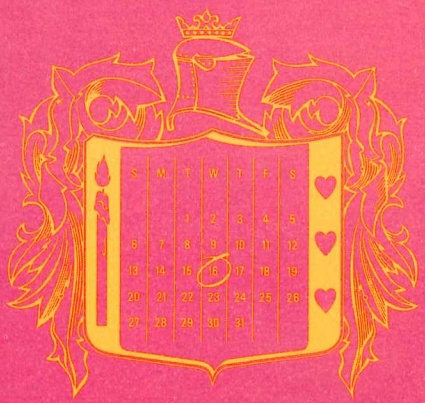
When the birthdate approaches, we will:

Handwrite the recipient's name and yours on an attractive birthday foldette card and insert it with the gift.

Beautifully gift wrap and package your gift for shipment.

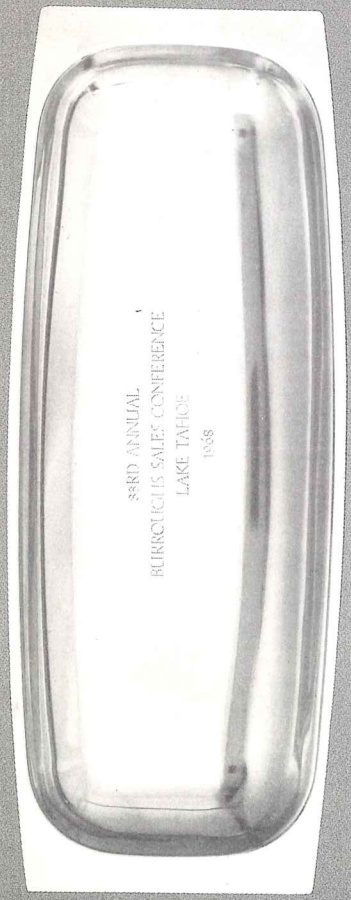
Apply the postage and insurance.

Send it so it arrives at just the right time for the birthday festivities.



BIRTHDAY PLAN CHARGES (ALL CHARGES ARE NET.)

Birthdate Search Charge	50¢ each name
Personal Gift Service (Includes gift wrapping, mailer and birthday foldette greeting card.)	75¢ each
Postage and Insurance Charges	Added to invoice
Engraving or Personalization Charges	See inside back cover



Awards of Distinction

Engraved Swedish Stainless Awards are ideal for . . .

- Sales Contests
- Service Awards
- Business Commemoratives
- Centennial Remembrances
- Sports Awards

AFTER THE EVENT . . .
THE DIGNITY OF THE GIFT REMAINS

Achievements . . . commemoratives . . . business activities are events to be remembered. They are best recalled with beautifully engraved Swedish 18/8 stainless steel holloware. Exquisite forms of beauty and practicality, they reflect the dignity of the award in a most flattering way.

Unlike gaudy trophies, stainless holloware fits the surroundings of the home. As years pass, the everlasting qualities of stainless retains its beauty and becomes a treasured family heirloom.

This year put a new meaning into your awards . . . golf . . . bowling . . . sales contests . . . anniversaries. Engraved Swedish stainless holloware costs no more than other trophies. The person receiving the award will appreciate your thoughtfulness . . . for years.

See engraving charges on inside back cover for all holloware shown in this catalog.

A GIFT ENCLOSURE CARD gives an extra measure of warmth to your gift giving.

Four greetings—Happy Birthday—Congratulations—Season's Greetings—For You—printed in exquisite type face on high quality card stock, are available at the below cost.

We will handwrite your name, in ink, on the inside of the card. For true luxury . . . gold stamping. See gold stamping charges on the inside back cover.

Gift Enclosure Card (Specify greeting) .05¢ each, net.
with names handwritten.

FEDERAL EXCISE TAX

In our interpretation, the Internal Revenue Service ruling, R.E.V. RUL. 58-125, exempts items offered in this catalog from the Federal Retailers Excise Tax, if sold for disposition as prizes, sales premiums, incentive awards, or favors to employees and preferred customers, such as executive gifts and advertising specialties.

ADVERTISING COPY AND PERSONALIZATION INFORMATION
(ALL CHARGES ARE NET)

Shipping time on products with ad copy or personalization is 2 to 3 weeks after receipt of order. One or two weeks additional for special copy, emblems or trademarks.
We can ONLY guarantee shipping dates. Arrival dates cannot be controlled by us.
Personalization orders must be submitted with a typewritten alphabetical list (IN DUPLICATE) of individual names or initials. Specify where copy is to be placed on the product.
Make-ready costs for approval samples will be charged at the listed prices. Credit for make-ready costs will be issued upon receipt of order. If any changes from the original sample are required, the additional costs will be charged. Allow 3 to 4 weeks for shipment of approval samples.
A less than minimum charge of $3.50 per order is charged on products with ad copy or personalization.

ETCHING

Letterheads, sketches or rough paste-ups CANNOT be suitably reproduced. Camera ready, black and white artwork is ABSOLUTELY NECESSARY. Multiple color etching: Colors cannot touch one another, there must be space between.

ENGRAVING

Engraving is a perfect complement for an exquisite gift. Our engraving is cut into the metal (Jewelers Style) for durability and beauty.

ENGRAVING SAMPLES

SINGLE LINE BLOCK STYLE	DOUBLE LINE STYLE	SINGLE LINE SCRIPT STYLE	DOUBLE LINE SCRIPT STYLE
DAN ALLEN	Dan Allen	*Dan Allen*	*Dan Allen*

One line of copy consists of 18 letters. More than 18 letters are charged for at the two line price.
Charges for more than 3 lines of copy. Determine by subtracting the 2 line cost from the 3 line cost. For each additional line, add the difference to the 3 line charge.
Very simple logos or trademarks.....Charged at 2 line rate from single line engraving
Most logos or trademarks.....Charged at 2 line rate for double line engraving
Simple engraving die for trademark, emblem or special lettering.....$20.00 (Approx.)
Complex engraving die for trademark, emblem or special lettering .....Quotation
Color fill of engraving available (one color only).....Prices on request
Brass nameplates for engraved personalization or ad copy (up to 1½" x ½")..... .10 each, net
Brass nameplates for engraved personalization or ad copy (up to 2½" x 1")..... .15 each, net

GOLD OR SILVER STAMPING

Stampings are in 24K gold or high quality silver, whichever is most applicable. Special dies for trademarks or emblems, etc., will be quoted upon receipt of order. Stamping charges shown in the table below include up to 4 lines of advertising copy.

TYPE SAMPLES Block Style **DAN ALLEN** Italic Style ***DAN ALLEN***

SCREEN PRINTING

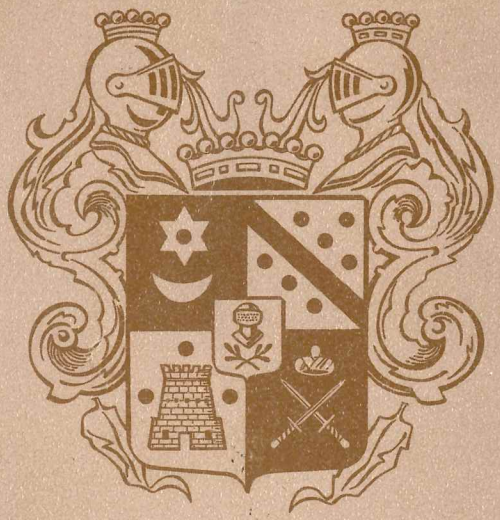
Hard finish epoxy paints are baked on to obtain a durable imprint. Camera ready artwork provided by customer. Artwork, if provided by us, is charged at our cost.

ADVERTISING COPY AND PERSONALIZATION CHARGES

		ENGRAVING ON METAL (BLOCK OR SCRIPT)																				
		ON FLAT SURFACES						ON CYLINDRICAL SURFACES						531 & 533 BOWLS		GOLD OR SILVER STAMPING ON LEATHER	COLOR ETCHING ON STAINLESS STEEL POCKET KNIVES & NO. 180			SCREEN-PRINTING $4.00 Screen Charge for Each Color		
		SINGLE LINE S			DOUBLE LINE S			SINGLE LINE S			DOUBLE LINE S			Sgl. Line	Dbl. Line		1 Color	2 Colors	3 Colors	One Color	Two Colors	Three Colors
	QUANTITY	1 Line	2 Lines	3 Lines	1 Line	2 Lines	3 Lines	1 Line	2 Lines	3 Lines	1 Line	2 Lines	3 Lines	*	*							
ADVERTISING COPY	1 to 11	.55	.66	.77	.66	.83	.99	.88	.99	1.21	1.10	1.32	1.43	.05 per letter	.08 per letter		MAKE READY COST FROM CUSTOMER SUPPLIED CAMERA-READY ARTWORK $10.00 to $20.00					
	12 to 24	.30	.44	.59	.38	.58	.77	.47	.71	.95	.60	.91	1.21			.22						
	25 to 49	.22	.38	.51	.27	.49	.64	.32	.60	.77	.42	.77	.99			.13						
	50 to 99	.19	.33	.47	.25	.42	.58	.31	.55	.73	.39	.73	.94			.10	MINIMUM 250 PCS.			.30	.45	.60
	100 to 249	.18	.31	.44	.24	.39	.54	.29	.51	.69	.37	.69	.88			.08				.20	.35	.50
	250 to 499	.17	.28	.39	.22	.37	.51	.28	.47	.64	.36	.64	.83			.06	.45	.50	.55	.18	.33	.48
	500 to 999	.16	.27	.37	.21	.35	.47	.27	.42	.58	.35	.62	.77			.05	.39	.44	.49	.14	.25	.36
	1000 and up	.16	.27	.37	.21	.35	.47	.27	.42	.58	.35	.62	.77			.05	.34	.39	.44	.10	.20	.28

		ANY QUANTITY	ANY QUANTITY	ANY QUANTITY	ANY QUANTITY			1-24	25-49	50 UP	
PERSONALIZATION	Individual Names	.27	.36	.71	.80	.94	1.10	.45	.40	.35	NOT AVAILABLE
	1 Initial	.20	.30	.27	.36	.44	.61	.40	.35	.30	
	2 Initials	.20	.30	.44	.53	.61	.77	.40	.35	.30	
	3 Initials	.20	.30	.53	.62	.77	.94	.40	.35	.30	

*Applies only to curved or round engraving. Straight engraving same charges as on cylindrical surfaces.



1967 AS LINE

RECEIVED
FEB 8 1968
GROUP 290

PRINTED IN U.S.A.